E-Relations: Influence of Social Networking Sites on Young Adult and Women Users – A Statically Report

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Abstract— **Social Networking Sites are increasingly popular nowadays. Many SNS developers like Facebook, MySpace, Twitter and others are competing to give the best features in terms of socialization, interaction, privacy and even entertainment. It is not surprising that many people are hooked on with these sites since it is free and easily accessible with the use of a computer connected to the internet and even with the use of a mobile phone that enables SNS applications or internet browsing. This paper discuss how SNS usage affect interpersonal relationships among young adult users , how do these people rely too much on the fastest way communicating on the internet despite the lack of face-to-face interaction and women users dominance on social networks. This research aims to determine the effects of SNS to the interpersonal relationships. It also focuses on analyzing the level of interpersonal relationship after using SNS.**

Keywords— social networks, online, young adults, women Introduction

I.   INTRODUCTION

Social Networking Sites help us to communicate with our friends, classmates, and relatives but they also allow us to communicate with other people who share common interests with us. Social networking sites influence the interpersonal relationship of users in many ways. Through social networking sites, users come to meet other people worldwide. These people can affect the user's interpersonal relationship with other people close to him/her. This influence can either be good or bad for the user.

Social networking sites typically offer many features and those features are positively the reason why many users are interested in checking out these sites [1]. One of the general features of SNS is profiles. A profile contains all the information about the person plus their photos, videos, applications that they use and comments/messages posted by other persons [3]. Well, SNS also offers special features like for example, Facebook has social games like Restaurant City and Pet Society. These sites hinder face-to-face relationships.

II.   CONCEPTUAL FRAMEWORK

In cases where factors such as distance change a face-to-face relationship into a primarily online relationship, strong ties are maintained and even strengthened further. Social networking sites is a tool for person to keep in touch with his distant friends by following their updates, sending a message or posting comments—users have a quick and easy way to stay connected thus keep the relationship healthy when they are too busy to commit more time to face-to-face interaction.
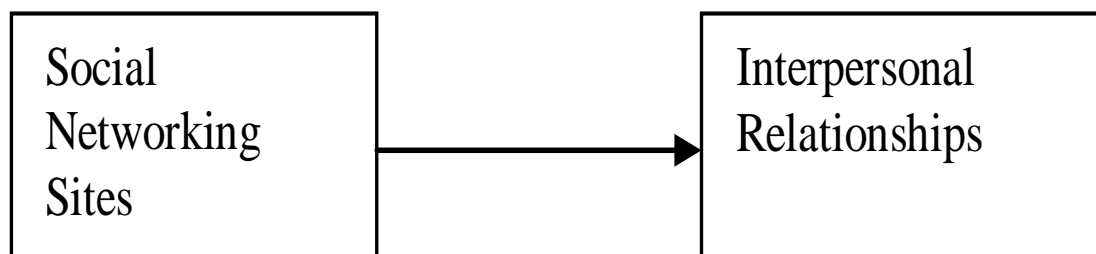
Fig 1. The influence of social networking sites on the interpersonal relationships of the young adult users.

The paradigm above shows the influence of social networking sites to the interpersonal relationship of young adult users. There are two possible types of interpersonal relationship that they tend to develop. These are the following: Stronger: interpersonal relationship .This happens if a user or a person knows well how to use a social networking site. Young adult users are always updated with the status of their close friends, relatives, or even their family that are added in their friends list in the social

networking sites that they are using. It will also be easier for the user to know when will be the birthday of his/her relatives, friends' family members and so he/she can greet them easily, even if they are apart and also, with less time and effort. Aside from developing a stronger interpersonal relationship, in contrast, tend to develop a weaker interpersonal relationship with them. This is due to too much dependency on the internet and computer as a medium of communication.

Sometimes, they can only tell what they want to other people whenever they are chatting, or when they post comments on the wall of a person's account or profile. If they do this over and over again, this develops into a habit and be used to it until the time comes that they just depend on the internet and computer on telling what they want.

III.   PROPOSED STUDY

This study aimed on determining the influence of Social Networking Sites to the interpersonal relationship of young adults. Particularly focused on structural reasons for usage.

Young adult lives are structured every bit as much as teen lives. In-person friending is a matter of constant priority. Social networking is efficient friending. Teens typically use SNs to build relationships with their proximate peers. Young adults, on the other hand, often have friend networks that span states and countries. With evidence, the long-time long-distance relationships usually fade in time. But SNs extend fade-time by providing a degree of proximity. There's a twofold incentive here for young adults. 1) Maintaining distant relationships feels good. You feel more connected. 2) Friends can be useful. Most careers thrive on real-life social networks.

IV.   LITERATURE SURVEY

Decades ago young adults live near their families. Now in these generations for studies and for jobs they are across the globe. They live disconnected from the communities that raised them. Our social networks were scattered, weakening, and haphazard. The SN makes these loose ties stronger. But with high efficiency friending, they can reach back out to the acquaintances that may have been otherwise lost. They can reconnect with family and friends of old. And never give up global mobile lives.

The survey conducted on social media and young adults (by pew research center) stated that [9]. Nearly three quarters (73%) of online teens and an equal number (72%) of young adults use social network sites. By contrast, older adults have not kept pace.

V.   IMPACT OF SNS ON YOUNG ADULTS

Social networking use among internet users ages 50 and older has nearly doubled—from 22% to 42% over the past year [9]. While social media use has grown dramatically across all age groups, older users have been especially enthusiastic over the past year about embracing new networking tools. Although email continues to be the primary way that older users maintain contact with friends, families and colleagues, many users now rely on social network platforms to help manage their daily communications—sharing links, photos, videos, news and status updates with a growing network of contacts.

Analysis:

Half (47%) of internet users ages 50-64 and one in four (26%) users age 65 and older now use social networking sites. Half of online adults ages 50-64 and one in four wired seniors now count themselves among the Face booking and Linked In masses. That's up from just 25% of online adults ages 50-64 and 13% of those ages 65 and older

Young adult internet users ages 18-29 continue to be the heaviest users of social networking sites like Facebook and LinkedIn, with 86% saying they use the sites. However, over the past year, their growth paled in comparison with the gains made by older users. Between April 2009 and May 2010, internet users ages 50-64 who said they use a social networking site like MySpace, Facebook or LinkedIn grew 88% and those ages 65 and older grew 100% in their adoption of the sites, compared with a growth rate of 13% for those ages 18-29.

ΤΑΒΛΕ I.   YOUNG ADULT USERS ON SOCIAL NETWORKING SITES

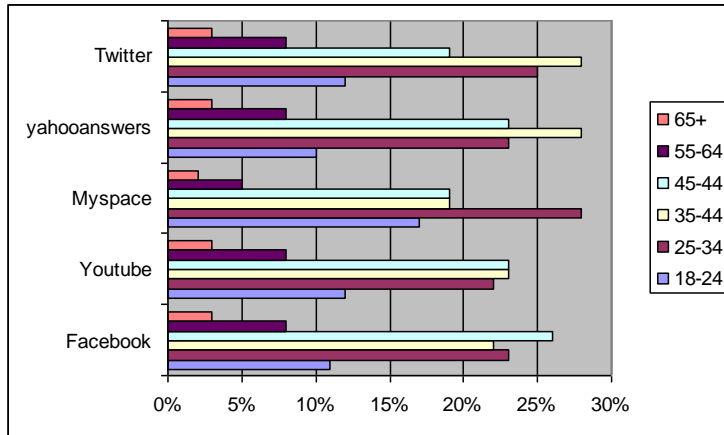| Age Distribution /Social Network	Face book	You tube	My space	Yahoo answers	Twitter
18-24	11%	12%	17%	10%	12%
25-34	23%	22%	28%	23%	25%
35-44	22%	23%	19%	28%	28%
45-44	26%	23%	19%	23%	19%
55-64	8%	8%	5%	8%	8%
65+	3%	3%	2%	3%	3%

Figure 2(a)Young Adult users' percentage on Social Networking Sites

Among adults, MySpace is the most popular online social network.6 Half (50%) of adult social network users age 18 and older are on MySpace, while 22% of adult social network users have an account on Facebook.

TABΛE II.   YOUNG ADULT USERS ON SOCIAL NETWORKING SITES

Age Distribution/ Social Network	tagged	mylife	linkedin	Myyearbook	Club penguin
18-24	14%	19%	5%	3%	6%
25-34	30%	23%	18%	16%	12%
35-44	17%	13%	24%	33%	17%
45-44	25%	11%	32%	30%	13%
55-64	3%	2%	12%	14%	3%
65+	2%	1%	6%	4%	1%

Another 6% have an account on LinkedIn, 2% have an account on Yahoo, and 1% each has accounts on YouTube [10].The average social network user has more than one profile, and generally each profile resides on a different social network. About two in five (43%) adult social network users have one profile online. Another quarter of adult social network users (25%) have two profiles online, 12% have three profiles online and 13% have four or more online profiles [2]. Taken together, this means that 51% of social network users have two or more profiles online.
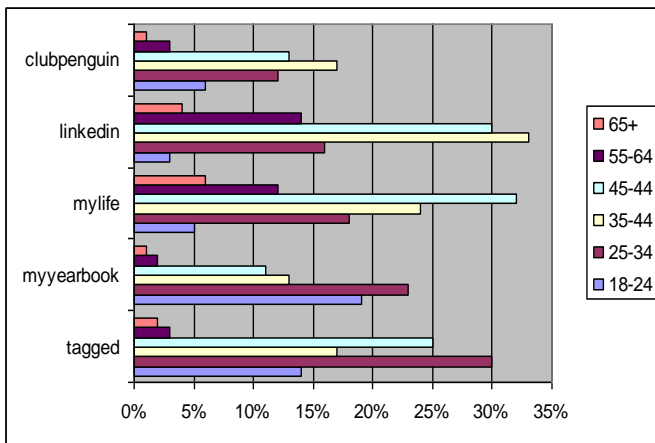
Figure 2(b)   Young Adult users' percentage on Social Networking Sites

By the analysis, we can say that the dominant Age groups:

- 0 – 17: Tops **4 out of 19 sites** (21%)

- 18 – 24: Tops no site

- 25 – 34: Tops **1 out of 19 sites** (5%)

- 35 – 44: Tops **11 out of 19 sites** (58%)

VI.   IDENTIFICATION OF GENDER SPLIT IN SOCIAL NETWORKING:

Both men and women are using social networking sites in wide range for every online purpose. Their usage has been rapidly increased in recent years. When gender-wise compared, we see that female users are dominating social networking usage. Men have a greater tendency to use the internet for functional tasks (get information or download) whereas women use the internet in a 'richer and more engaging way' (employ Social Networks for information; maintain/strengthen family connections, sharing news)

TABLE III.   : GENDER DISTRIBUTION ON SOCIAL NETWORKING SITES

Gender Distribution /Social Network	Face book	You tube	My space	Yahoo answers	Twitter
Male	38%	45%	32%	41%	45%
Female	62%	55%	68%	59%	55%

Gender Distribution /Social Network	Tagged	Myyear book	Mylife	LinkedIn	Club Penguin
Male	34%	21%	36%	53%	32%
Female	66%	79%	64%	47%	68%

Analysis: Clearly there is no gender balance in usage of social networking sites and women are influencers
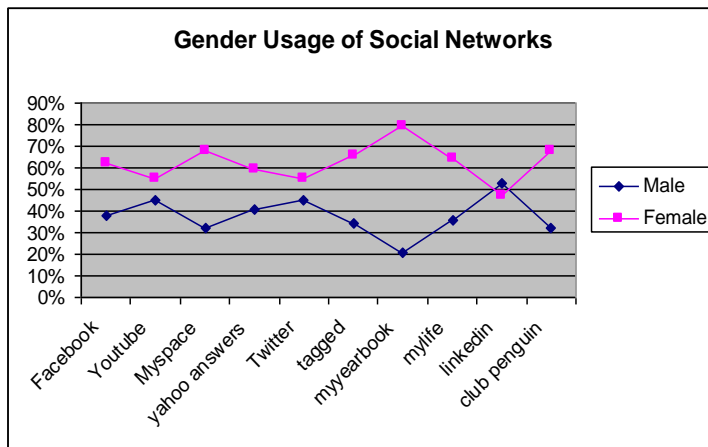
Φιγυρε 4. Gender Distributions percentage on Social Networking Sites

VII.   WOMEN AWARENESS IN SOCIAL NETWORKING

Today women are the driving force on social networks. Women outnumber men on most Social Networks. There is a disparity between the genders in terms of their attitudes, behaviors, and needs.

Putting together the pieces key finding of our study: 84% of the sites have more female than male users. Twitter and Face book have almost the same male-female ratio; Twitter with 59% female users and Face book with 57%. The average ratio of all was 47% male, 53% female. Women are one of the fastest growing segments on Social Networks with 53% of online usage.
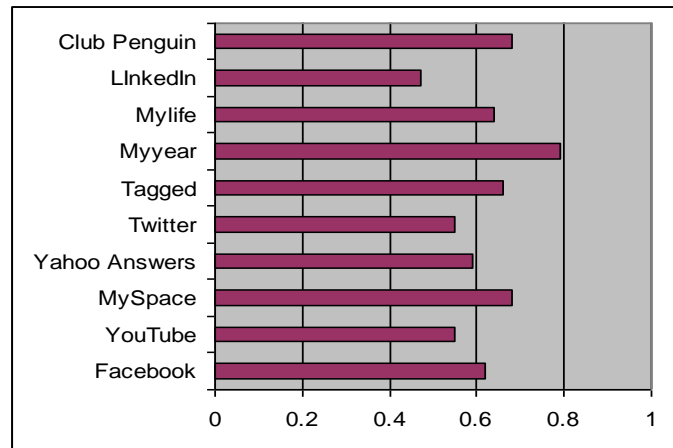

Φιγυρε 4. women percentage on Social Networking Sites

VIII.   FUTURE WORK:

In this paper, we have discussed the usage of social networking sites by young adults and women users. This approach deals with the statistical analysis of the influence of social networking sites on them. Further, we are planning to extend this work to generate significant means, sequential taggers and clustering them as groups by using data engineering tool.

IX.   CONCLUSION:

This paper has attempted to explicate Social Networking usage among young adults .Social networking could really help to discover new ways to communicate knowledge by moving the focus toward a more and more ubiquitous learning developed by community interactions. We took the age distribution data we had collected and calculated. A full 25% of the users on these sites are aged 35 to 44, which in other words is the age group that dominates the social media sphere. Only 3% are aged 65 or older .Although we can't say how this will change over time, at the moment the older generations are for one reason or another not using social networking sites to a large extent Social Networking Sites reach a higher percentage of women than men. The report says that social networks reach a higher percentage of women than men globally, with 75.8% of all women online visiting a social network versus 69.7% of men. Women spend 30% more time on Social Networking Sites than men.

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