INTRODUCTION

1.0. INTRODUCTION

As we are living in a networking era, the tremendous growth of the internet has a high impact on the development of the students in which they interact and socialize. During this era, communication is the most popular term. Today, communication revolution brought us together regardless of geographical boundaries. The internet offers a wide variety of communication tools. Billions of people use facilities like search engines, web pages, e-mails, Really Simple syndication (RSS), e-journals, e-newspapers, internet banking, internet telephony, conferencing, multi-media sharing, online news rooms, social networking etc. Today internet is an essential communication medium in professional as well as personal life. Social networking websites are sites that allow users to build a profile that will be made public within an enclosed system. Social networking websites also allow users to display some of the other users they communicate with and they allow them to view lists of other members found within the system. The main purpose behind creation of a social networking website is to enable persons to avail preexisting connections. Social networking websites have been created for the purpose of initiating friendships between strangers.

This research will detail the impact of using social networking sites on student's academic performance. Literature analyzed that the social networking websites are not designed for negative impact but we noticed in our daily life that students become addicted to social networking websites. This research contribution will analyze the pros and cons aspects of social networking on education. The widespread use of media among students from texting to chatting on cell phones to posting status updates on different social media sites may be taking an academic toll.

1.1 SOCIAL NETWORKING SITES

1.1.1 DEFINITION

The social networking sites are defined as internet-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. Social networking sites appear in public discourse, and the two terms are often

used interchangeably. The term "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC). The social networking sites seem unique in terms of enabling users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties".

1.1.2 NEED FOR SOCIAL NETWORKING SITES

Social networking is fundamentally shifting the way to interact, communicate, organize, form opinions, and even shop, its blurring boundaries, increasing transparency and creating fluidity in everything. Growing rapidly, companies, large and small, can no longer ignore or try to block social networking in their environment. The reality is needed to go where their target audiences are – and people are more likely to participate in a social media forum than any other venue. Customers, partners, and employees, alike expect to engage with the user via social media – it's a way for them to stay connected, gather feedback, recruit, and collaborate.

1.2 What is social media?

Social media refers to any digital platform, system, website or app that enables people to create and share content, and connect with each other. Here are a few of the most popular sites that teenagers use, and how they work:

FACEBOOK - Facebook began in February 2004 as a school-based social network at Harvard University. One of the reasons credited for the rapid growth and popularity of Facebook was its exclusivity. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and even stream live video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person. It offers a range of privacy options to its members. A member can make all his/her communications visible to everyone, they can block specific connections or they can keep all his communications private.

YOUTUBE - The Internet domain name www.youtube.com was activated on Monday, February 14, 2005. The first YouTube video uploaded by its co-founder Jawed Karim on April 23, 2005 titled "Me" at the zoo, at San Diego Zoo. YouTube allows billions of people to discover, watch and share originally-created videos. It provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is a Google company and one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. On an average, 100 hours of video are uploaded to YouTube every minute, so there's always something new to find all kinds of videos on YouTube adorable cats, quirky cooking demos, funny science lessons, quick fashion tips, and a whole lot more.

PINTEREST - Pinterest was first conceptualized in December 2009 by its CEO Ben Silbermann. It is a free photo sharing website that requires registration to use. Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards. Pinterest acts as a personalized media platform. 7 Users can browse the content of others in their feed and save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organized by a central topic or theme. Initially, there were several ways to register a new Pinterest account. Potential users could either receive an invitation from a registered friend, or they could request an invitation directly from the Pinterest website that could take some time to receive. An account can be created and accessed by linking Pinterest to a Facebook or Twitter profile. Pinterest allows businesses to create pages aimed at promoting their companies online. Such pages can serve as a "virtual storefront". Like Facebook and Twitter, Pinterest now let's marketers access the data collected on its users. Globally, the site is most popular with women.

TWITTER - Twitter is a social network and real-time communication services launched in 2006 and used by millions of people and organizations to quickly share and discover information. The word Twitter comes from the frequent chirping sound made by birds, hence the bird used in the Twitter logo. Users can access the site via the web and mobile devices to exchange frequent bite-size updates of information called 'tweets' which are messages of up to 140 characters long that anyone can send or read. These messages or tweets are public by default and visible to all those who are following the tweeter. Twitter allows one to follow other users they are interested and see their updates on their home page, which is an aggregate feed of all the accounts they're following. Twitter is basically the best way to discover new

ideas and information instantaneously bringing folks together from all across the globe unlike ever before. It is an unbelievable resource for businesses to grow their audiences, increase traffic and generate more leads. With over 400 million tweets a day and 200 million active users, people tune into Twitter to bring them closer to the things they care about.

LINKEDIN - LinkedIn is a business and employment-oriented social networking service that operates via websites. Founded on December 14, 2002 and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. A LinkedIn member's profile page emphasizes skills, employment history and education, professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

Instagram - Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an account has a profile and news feed. The app was purchased from its creators in 2012 by none other than the world's leading social media network, Facebook. Instagram was designed to capitalize on the ever-improving technology crossover between Smartphones and photography. Instagram is the fastest growing social media platform in the world at present and it has over 400 million worldwide users (December 2015). It is the social media platform with the highest rate of user engagement and the platform is estimated to receive over 100 million new images uploads per day. Users engage via comments or likes and the platform produces over 10,000 engagements every second. Health, beauty and fashion are dominant categories within Instagram but travel and food are also very popular.

1.3 Cognitive Development in the Teen Years

1.3.1 What is cognitive development?

Cognitive development means the growth of a child's ability to think and reason. This growth happens differently from ages 6 to 12 and from ages 12 to 18. Children ages 6 to 12 years old develop the ability to think in concrete ways. These are called concrete operations. These things are called concrete because they're done around objects and events. This includes knowing how to:

- o Combine (add)

- Separate (subtract or divide)
- Order (alphabetize and sort)
- Transform objects and actions (change things)

Ages 12 to 18 is called adolescence. Kids and teens in this age group do more complex thinking. This type of thinking is also known as formal logical operations. This includes the ability to:

- Do abstract thinking. This means thinking about possibilities.
- Reason from known principles. This means forming own new ideas or questions.
- Consider many points of view. This means to compare or debate ideas or opinions.
- Think about the process of thinking. This means being aware of the act of thought processes.

1.3.2 How cognitive growth happens during the teen years?

From ages 12 to 18, children grow in the way they think. They move from concrete thinking to formal logical operations. It's important to note that:

- ➤ Each child moves ahead at their own rate in their ability to think in more complex ways.
- ➤ Each child develops their own view of the world.
- ➤ Some children may be able to use logical operations in school work long before they can use them for personal problems.
- ➤ When emotional issues come up, they can cause problems with a child's ability to think in complex ways.
- ➤ The ability to consider possibilities and facts may affect decision-making. This can happen in either positive or negative ways.

1.3.3 Types of cognitive growth through the years

A child in early adolescence:

- ➤ Uses more complex thinking focused on personal decision-making in school and at home.
- ➤ Begins to show use of formal logical operations in school work.
- ➤ Begins to question authority and society's standards.
- ➤ Begins to form and speak his or her own thoughts and views on many topics.

A child in middle adolescence:

- ➤ Has some experience in using more complex thinking processes.
- ➤ Expands thinking to include more philosophical and futuristic concerns.
- ➤ Often questions more extensively.

- Often analyses more extensively.
- Thinks about and begins to form his or her own code of ethics (for example, What do I think is right?)
- Thinks about different possibilities and begins to develop own identity (for example, who am I?)
- Thinks about and begins to systematically consider possible future goals (for example, what do I want?)
- Thinks about and begins to make his or her own plans.
- Begins to think long-term.
- Uses systematic thinking and begins to influence relationships with others.

A child in late adolescence:

- Uses complex thinking to focus on less self-centred concepts and personal decision-making
- Has increased thoughts about more global concepts, such as justice, history, politics, and patriotism.
- Often develops idealistic views on specific topics or concerns.
- May debate and develop intolerance of opposing views.
- Begins to focus thinking on making career decisions.
- Begins to focus thinking on their emerging role in adult society.

1.3.4 How you can encourage healthy cognitive growth?

To help encourage positive and healthy cognitive growth in your teen, you can:

- Include him or her in discussions about a variety of topics, issues, and current events.
- Encourage your child to share ideas and thoughts with you.
- Encourage your teen to think independently and develop his or her own ideas.
- Help your child in setting goals.
- Challenge him or her to think about possibilities for the future.
- Compliment and praise your teen for well-thought-out decisions.
- Help him or her in re-evaluating poorly made decisions.
- If you have concerns about your child's cognitive development, talk with your child's healthcare provider.

1.4 How social media can support young people?

Although social media can present some risks, it's important to understand what the benefits are to give your child the guidance they need to make the best out of their social media use. Below is a list of ways social media can be a source for good for children and young people.

1. Collaborative learning to broaden the connection and understanding of the world-
Children can learn and appreciate different perspectives and worldviews to better understand the world around them and build up their knowledge on a range of topics. With so many ideas shared across a number of platforms, they can discover areas of interest and use the platforms in an educational capacity.

2. Digital media literacy to develop communication and technical skills-
As social media is now a part of everyday life, it is important for children and young people to learn how to communicate online to prepare them for future opportunities in the workplace and support them in interacting with friends and family.

3. Mental health and wellbeing to removing boundaries to develop connections-
Social media removes the boundaries of meeting and maintaining people and forming bonds beyond borders. For children who may have a disability or may not feel they can connect with others within their community, it can be a great way to connect with other people who share their ideas and interests.

4. Strengthen relationships
Having access to family members who may live miles apart of friends who have moved from a local area can help maintain relationships and allow them to stay in touch and share their lives with ease.

5. A place to seek support
It can open up opportunities to offer support to friends and family that may be experiencing a particular issue. On the flip side for some young people, it can be a place where they can seek support if they are going through something that they cannot talk to those close to them about.

6. Campaigning for social good
Social media can help young people raise awareness of a particular cause that they are interested in to have a real-world impact on effecting change where they want to see it.

7. Develop a positive digital footprint

Young people can also use their accounts as CVs to share their achievements, showcase their talents and build a positive online portfolio that can benefit them in later life.

1.5 Why teens use social media?

Social media is a way for teenagers to stay in touch with their friends. Teens have always talked after school, long before social media – hanging out at the bus stop, at the local park, chatting on the phone – now they just have a different platform to do so.

It is an important part of socialising and connection in the modern world. Uses of social media are increasing the teenagers. Following are the main reasons -

- ✓ talking to friends
- ✓ joining in on group conversations
- ✓ learning about current events and staying up to date with online content
- ✓ meeting new people
- ✓ not having anything to do, or feeling bored
- ✓ feeling like they might miss out if they aren't always up to date with social media.

1.5.1 What are the benefits of social media for teenagers?

Being socially connected is very important for the psychological development of your child, and these days, in the online environment they get a lot of such things for their development. By connecting with others through social media, child could-

- o develop better social skills.
- o feel less isolated.
- o learn about new cultural and societal ideas.
- o issues bond with their friends have fun be creative.
- o their own ideas with friends be better equipped to be active citizens in society.
- o develop real world skills to help them become more independent learn about world events.
- o current affairs outside of their immediate environment.

1.6 What are the risks of using social media?

Like any form of social engagement, social media also comes with risks. Some of the most common risks include-

- o spending too much time online.
- o being disconnected from the real world.

- being the victim of online bullying.
- damaging your online reputation.
- having your personal information shared online.
- being harassed or annoyed by someone you do not want attention.
- being the victim of an online scam.
- having reduced self-esteem (for some teenagers).

Just like in the offline world, there are things that can do to protect child from these risks. It's important to prepare them for how to respond if these things do occur. Check out our 'things to try' for tips and ideas on minimising the risk of using social media.

Sometimes teenagers can feel a 'compulsion' to check their social media accounts frequently, but this is generally only in extreme cases. Helping teenager to develop positive habits like taking regular breaks from checking social media, and making sure notifications are turned off so that their mobile device isn't distracting can help reduce the compulsion to check in with social media so often.

1.7 When to know if something is wrong?

Whatever child is doing, it's important to be aware of their behaviour and their wellbeing. If you notice big changes in-

- their energy levels and enthusiasm for offline life.
- their engagement in normal conversation the amount of time they spend doing other activities, like sport, homework, and other hobbies their self-esteem and sense of self-worth.

Then it might be good to talk to them about their use of social media. A family screen audit can help you figure out the household rules around screen use.

Trust is an important part of any relationship. It represents your belief in someone's good sense, ability or honesty. As child gets older and starts becoming more independent, it can be difficult to find the balance between a teenager's need for independence and privacy, and your need to know what's happening to keep them safe. Find out how you can stay involved in your child's life through building a trusting relationship.

1.8 Tips to help Parents to safe their ward

1. Put yourself in control

Make use of the parental controls on your home broadband and any internet-enabled devices, including your child's mobile phone. You can find out how at your broadband or mobile network provider's website

2. Be a good role model

Role model the behaviour you'd like them to express on their social media. Children and young people tend to copy behaviours so it's important to reflect the same values you'd like them to adopt.

3. Promote social good

Look for ways that they can do well by using their social media following, whether it's promoting a cause that will benefit others or share something that will offer support and contribute positively to their digital footprint.

4. Equip them with the right tools

Ensure teens know how to make use of the social platforms' privacy settings to stay in control of who they share with and when and what appears on their account from others.

5. Stay socially engaged

Actively look for moments to discuss what they post, who they share with and how what they see on their social feed is impacting them to offer them support at the right time.

6. Talk about striking the right balance

Encourage them to form strong in-real-life relationships outside of social media to ensure they aren't overlent on approval and opinions of relationships that are purely online which may negatively impact them.

7. Agree boundaries

Have a family agreement about where they can use the internet, how much time they can spend online, the sites they can visit and the type of information they can share.

8. Have a conversation

The best way to find out what your child is doing online is to ask them to tell you about what they do and what sites they like to visit. Discuss with them what they might come across.

9. Check if it's suitable

The age ratings that come with games, apps, films and social networks are a good guide to whether they're suitable for your child. The minimum age limit is 13 for several social networking sites, including Facebook and Instagram.

10. Get them clued up about social networking

Talk to children about the benefits and risks of social networking before they join any sites. Let them know that anything they upload email or message could stay around forever online.

Help them to be critical of things they see online and judge the quality and reliability of online sources.

1.9 Why is building trust with your teenager important?

Child needs your trust to help them in their transition through to adulthood. However, this trust needs to be mutual. You and your child need to meet in the middle and develop a healthy way to trust in each other and each of your decisions. Remember that the more this mutual trust is tested, the longer it will take to get to a place where you are both confident you can trust each other. A relationship without trust leads to second-guessing and questioning each other's honesty. When your child was young, they probably trusted you unequivocally, as the person that kept them safe.

However, as children grow up and become more independent, they start to notice and question more. It's around this time that your child may notice whether you do what you say you will do, which is a key factor in building trust. As a parent, you can't demand trust. It's a gradual process that requires mutual commitment and it will inevitably strengthen your relationship. It will also set your child up to develop healthy relationships in the future. It's worth noting that teenagers are going through an intensely private time in their lives. Personal space becomes very important to them, so the desire for privacy doesn't always mean untrustworthy activity is taking place. It's important to keep that in mind.

1.9.1 Benefits of building trust with your teenager

By building a trusting relationship with your teenager, you're likely see many benefits, including-

 ➢ Your teenager feeling open and comfortable to talk to you about difficult things
 ➢ Your teenager demonstrating positive, trustworthy behaviors in other aspects of their life, setting them up for positive relationships into adulthood

> Building a relationship with your teenager that goes beyond a parent-child disciplinary relationship, and strengthening your bond for years to come.

1.9.2 What if child breaches the trust?

Breaches of trust are to be expected, especially as child starts to push boundaries to test their independence. Depending on the impact of their actions you should work with them to decide on appropriate consequences, which could range from a simple chat about your expectations, through to removal of privileges while they show that they can rebuild trust. Remember that as a parent, you're the most important role model in your child's life, and it's vital that you demonstrate honesty and trustworthiness, in order to teach your child how you expect them to behave.

Talk to them about the importance of honesty and trust, but also make sure it's reflected in your actions. If your child repeatedly breaks your trust without showing any signs of remorse, or if they show self-destructive behaviors, it might be time to seek help from a professional, such as a counsellor or psychologist, as this could indicate other underlying issues. Consider connecting with other parents in your community to reliably stay informed about your child's activities and friends.

1.10. SOCIAL MEDIA - A BOON OR A BANE

Social media is a virtual world where people interact freely, sharing and discussing ideas and information, know about each other and their lives, sending messages etc. by using a multimedia mix of personal words, pictures, videos and audios. Social media is different from any other media in many ways including quality, reach, 49 frequency, usability, immediacy and durability. Social media is around us since the ancient times when first time humans began to talk; its evidences are still on the walls of caves in the form of wall paintings. After the development of electronic computers in 1950s, internet came into existence. In the year 1969, CompuServe was the first major commercial Internet Service provider for the public in U.S. The first email was delivered in 1971. The American Online (AOL) services opened in 1985. In 1998, Google became popular as a major internet search engine and index. In 2001, Wikipedia started as an online encyclopaedia. In 2003, Myspace and LinkedIn were launched as social networking sites. In 2004, Facebook, another social networking site came into existence.

1.10.1 BOON OF SOCIAL MEDIA

To Students can produce and retain information. Social media offers lots of opportunities for learning and interaction. Students are getting to explore and experience the world not only by books and assignments but also by adapting social media. In today's world contacts, networks and communications are very important; students who are accessing Facebook, twitter and other such social networking site to connect and share information have good contacts. To Teenagers comfortable way of communication for shy teens. This can boost their self-esteem and confidence. Social media gives teens with unusual interest and hobbies a place to share information and enthusiasm. Social media helps them to enrich and manage their social lives. Teens who are differently abled and have other challenges can communicate with other teens with similar problems.

1.10.2 BANE OF SOCIAL MEDIA

To Students Social media can be a very distracting and harmful for students. Students share personal information, comment on someone's post which may be harmful for them. Always glued with their mobiles, tablets, computer which is wastage of time and may spoil their performance. To Teenagers Online bullying and Harassment which is also known as Cyber-bullying may be the biggest danger. Online predators, it is basically an online sex crime against minors. Less interaction with friends and family.

1.11 OPERATIONAL DEFINITION OF THE TERMS

PERCEPTION: - Perception refers to the way sensory information is organized, interpreted, and consciously experienced.

SOCIAL MEDIA: - Social media is computer- based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

1.12. STATEMENT OF THE PROBLEM

Parent's perception on the using social networking sites by their wards.

1.13. OBJECTIVES OF STUDY

➢ To understand the parent's perception on the Social media.
➢ To explore the safety measures.
➢ To explore the parent's responsibilities in keeping their ward safe as opposed to community resources and support.

1.14. DELIMITATIONS OF THE STUDY

The study is subjected to the following limitations: -

    1.14.1. The study was conducted only on 20 parents.

    1.14.2. The study was confined to the parents within the Regional Institute of Education, Bhopal campus.

1.15. SUMMARY

In this chapter, the investigator has discussed about the problem, its background, the operational definition of the terms.

The objectives of the study have been formulated and presented. The delimitations of the study have been also been mentioned.