

Attitude and Perception of Youth Towards Facebook

Asifa Ali*, Rosy Jan**, Nida Fatima***

Abstract

Facebook is a social media application that allows users to connect with friends and create online communities. It is a most powerful tool and provides several ways for libraries to connect with users and deliver services to distant users. The present study explores the attitude and perception of the young and middle adults between the age group of 24-45 years, which included both males and females from the District Srinagar. A self-administered questionnaire is used for collecting data from a sample of 350 respondents from working class, out of which 320 questionnaires were found utilizable. The main findings of the study revealed that the main purpose of using Facebook is to keep strong ties with friends, to exchange news and to discuss public and private issues with friends. Majority of the respondents believed that the main benefits of Facebook are message reading easier, used for advertisement and chance to promote and doing business. Furthermore, the positive and negative effects of Facebook are to make us social, allow people to develop their self-identity and improves their mood and the negative effects are addiction, threatening their privacy and health related issues. The findings reveal that respondents report that Facebook mobilize their attitude towards brand, clothing and cosmetics. At last, large percentage of respondents believed that Facebook should not be banned because of its many good features.

Keywords: Facebook, Social Media, Youth, Attitude, Perception

Introduction

The world has entered into twenty first century. It has changed our daily lives with it wonderful fast technology due to the Smartphones and internet. We cannot live our life without mobile, laptop or computer. The world came so close due to the social networking sites. Indian stands the second largest population country in the world. Our nation has the biggest young population. The new generation is smart and talented. Smartphones and social networking sites like WhatsApp, twitter, Instagram etc became a part of their lives. It is very difficult to each and every area of current time to use ICT tools and various social media sites. These SNSs become a regular part of our lives Parveen (2011). New communities emerged online and became voice of young generation. Through the social media one could directly connect with people all over the world. Even it is used to promote a product or services or to be updated with latest news. There are various social media tools like Facebook, Whatsapp, Pinterest, RSS Feeds Twitter, Blogs and many more in order to stay updated and connected at present times. Today social media is becoming a well-liked medium of communication among youth. SM use in academic institutions both public and private for learning and enhance performance. Faculty members in these

* Research Scholar, Department of Library and Information Science, University of Kashmir, Jammu & Kashmir, India.
Email: asifalis100@gmail.com ORCHID id: 0000-0002-5821-4779

** Sr. Assistant Professor, Department of Library and Information Science, University of Kashmir, Jammu & Kashmir, India.
ORCHID id: 0000-0003-0074-4627

*** Teacher, DPS Srinagar, Jammu & Kashmir, India.

academic institutions employ these social media tools both for teaching, learning and research purpose. Roblyer, McDaniel, Webb, Herman and Witty (2010) revealed that SM is used to promote the library services majority of the students are on various social media applications. The one of the purposes of using social media are to foster positive relationship among the scholars and creates a friendly environment for scholarly communication between scholars guides. Boyd and Ellison (2007) define "Social networking sites as web based services that allows individuals to have three common elements; construct a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection; view and transverse 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. Powell (2009) defines social networking "as a community in which individuals are somehow connected through friendship, values, working relationship, idea and so on".

Worldwide Facebook Usage Statistics

The largest population on Facebook is from India with over 270 million users followed by 210 million from the US. As of the second quarter of 2018, Facebook had 2.23 billion monthly active users. Mobile monthly active users are 1.74 billion, 1.57 billion numbers of mobile daily active users. The average Facebook user has 155 "friends". Around 85% of Facebook's daily active users come from outside the US/Canada.

Literature Review

The growing popularity of social media in the society is clearly evident in the number of social media users (Ahmad & Qazi, 2011). This is made possible with the technological advances like tablets and Smartphones which have further changed people's way of accessing the internet. Every day, the new devices like tablets, mobiles and laptops and so on are evolving by which students surf the internet anywhere and anytime. The social media is not only a medium of keep in touch with the friends and families, but also it can contribute to the education saves time if it can use wisely. Users use different SNS in order to build relationships or meet with new people (Tiryakioglu & Erzurum 2011). Today, the common social media tools like Twitter, Whatsapp, Instagram and Snapchat usage

and development of these tools continue on rise across the globe because of the benefits and supports human communication. The various benefits like sharing of contents, formation of relationship, collaboration with others, networking with friends and entertainment (Woo & Lee, 2017). Besides the benefits and positive aspects of SNS, various issues and concerns have also emerged over their likely to be addictive, privacy concerns, cyber crimes and control of user information (Jeong & Kim, 2017). Margo (2012) reveals that SM change various aspects of individual's lives. It came into light by the rise of web 2.0 technologies with several important features such as user generated content, share content, online networking, and communication. SM tools have permitted all generations of internet users, becoming a prominent communication tool, particularly in the student community. Thus, academic institutions and faculty members are increasingly using social networking sites such as Facebook and LinkedIn to connect with current and potential students and to deliver instructional content (Paul, Baker & Cochran, 2012). Pradhan and Pradhan (2016) analyzed that SM tools are the common and innovative platforms for LIS professionals to provide library services in an effective and innovative way. To cope with this 21st century it is essential for LIS professionals to meet the user needs and demands and they also suggested that in order to make proper balance between traditional and modern library services to keep balance to satisfy both type of users. Kaushik (2016) majority of LIS professionals are using SNS tools and services for marketing library services, products, library news and updates. The SM tools and services used in libraries to interact with users and getting feedback from them and found that Facebook is the commonly used SM tool by library professionals. Sharma and Chauhan (2016) reveals that majority of the LIS professionals use SM to deliver customer service, news and updates, content/collection, dissemination of institutional research output and for building relationship within the users, library staff and services. They further founds that Facebook and Twitter are the most popular tools Witek and Grettano (2012) observed that three Facebook functions such as Facebook feeds, share and comment emerged as the primary means by which information, literate practices and behaviours are developed and exhibited on Facebook. In addition, information literacy in the age of social media requites "meta-literacy", a critical awareness of why we do what we do with information. Kumari (2016) reveals in their study

that how academic library service can be implemented by using various social networking sites and more specifically highlighted the role of Facebook in enhancing the academic library service. Xie and Stevenson (2014) conducted the study on application of SNS in digital libraries and to identify types of social media and applications of social media in digital library. Islam and Habiba (2015) found that SM act as promotional tools for the academic library services and found that Facebook and Twitter are more commonly used social networking tools by the libraries in advertising of library services. In a study by Friedman and Greenhaus (2000) found that the scholars feel satisfied about their academic work and consequently perform better. However, excess use of social media by scholars likely results into poor performance in their academics. According to Enriquez (2010) social media loafing is argued to decrease job productivity which then leads to lower performance.

Objectives

- To identify the purpose and benefits of using Facebook.
- To assess the positive and negative effects of Facebook.
- To see the role of Facebook in mobilizing the users attitude.
- To know whether Facebook should be banned or not.

Methodology

The study employed a descriptive survey method using the questionnaire to collect the data from the respondents.

The data was collected during the month of November, 2019. In order to ensure relevant in terms are included in the questionnaire, an extensive literature on the topic was consulted. The questionnaire was given to the experts in the field to go through it. The research instrument was administered to 350 respondents, out of whom 320 questionnaires were retrieved and used for the study. The purposive random sampling technique was used for selecting the sample. The sample for the present study comprised to young and middle respondents which included both males and females. Prior to data collection the tool prepared was first pre-test in order to find out whether the tool used for the study needed any change or not. The questionnaire gets modified and changed as per the respondents' feedback and then used for the data collection. After the required information was gathered and analyzed. In order to quantify the data, the data was tabulated and the percentages were drawn and the analysis was done.

Data Analysis and Interpretation

Purpose of Using Facebook

Fig. 1 shows the description of respondents regarding the purpose of using Facebook. Data revealed that majority (50%) of the respondents use Facebook to keep strong ties with the friends followed by (25%) of respondents use to exchange news, (12%) use it to discuss public and discussions and meager portion (9.40%) of respondents use for making good decisions. The finding is also similar with the findings of Subrahmanyam, Reich, Waechter and Espinoza (2008), reported that more than half (81%) of the people use Facebook to keep in touch with friends.

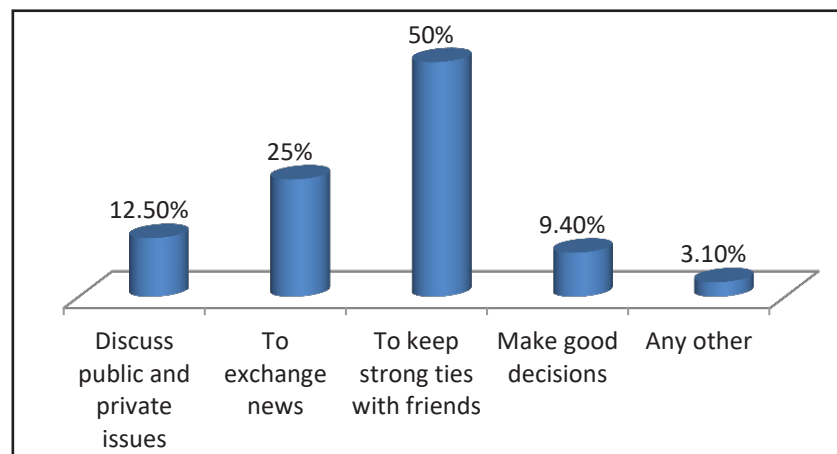


Fig. 1: Purpose of Using Facebook

Benefits of Facebook

Data revealed that a good percentage (45%) of respondents stated that the main benefit of using Facebook is to making message reading easier followed by (26%) of respondents reported as used for advertisement purposes and only

(24%) of respondents agree that Facebook helps us in promotion/chance of doing good business. The result were related with the findings of Sinha (2015) explained that Facebook is effective in promoting the product in current business scenario and create trust-worthy network where customer can be engaged on various agendas.

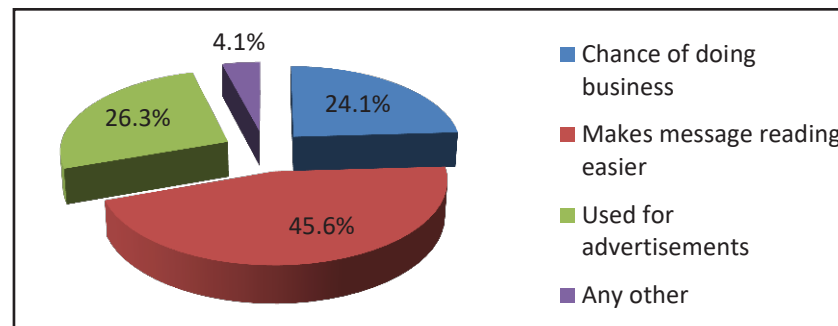


Fig. 2: Benefits of Facebook

Positive Effects of Facebook

Facebook is a very popular social networking site among teenagers. It characterized by several features such as user generated and share content, online identity creation and relational networking. Data in this regard and presented the same in Fig. 3. The data indicates that majority (56.3%) of respondents believe that the positive effect of

Facebook is that it makes people more social followed by (17.2%) of respondents mention that it allows people to develop their self-identity, (16.6%) it improves mood and only (10%) of respondents reveal that it makes virtual empathy to their online friends. This finding is similar with the finding of Livingstone (2008) who found in their study that Facebook is predominantly used for social purposes.

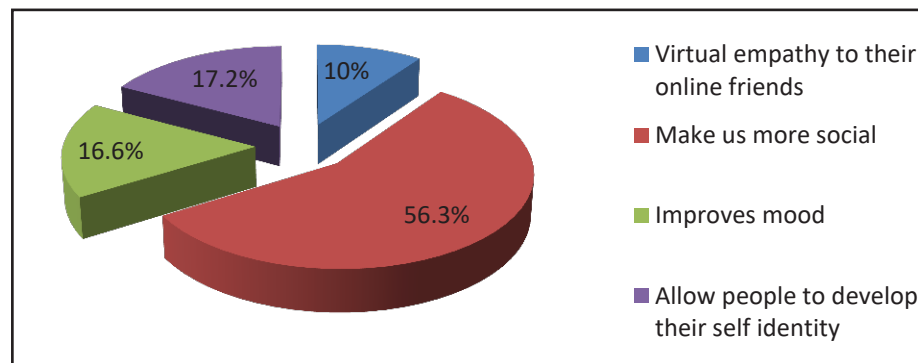


Fig. 3: Positive Effects of Facebook

Negative Effects of Facebook

Apart from having many features and positive effects of Facebook on Youth. It has also some negative effects like cyber bullying and crimes, risks of fraud or identity theft, waste of time, negative health consequences and

diminishing privacy. The finding reveals from Fig. 4 that out of total respondents, (71.9%) were of the view that the negative effects of Facebook on youth is addiction followed by (13.8%) threatening of privacy, (10.9%) of respondents noted that effect on health and meager percentage (1.6%) believed that Facebook arises conflicts between people.

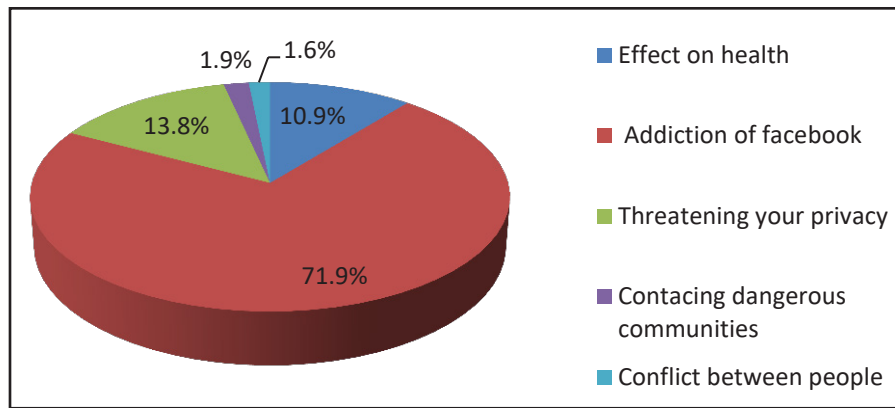


Fig. 4: Negative Effects of Facebook

Facebook Role in Mobilizing User's Attitude Towards

The Fig. 5 reveals that (50%) of respondents are agree that Facebook has mobilizing youth towards Brand, (28.1%)

agree towards Clothing, (18.8%) of respondents towards Cosmetics and only (3.1%) of respondents towards fitted clothes. The finding revealed that people use Facebook only to be updated related to fashion as they are too much concerned about the brand.

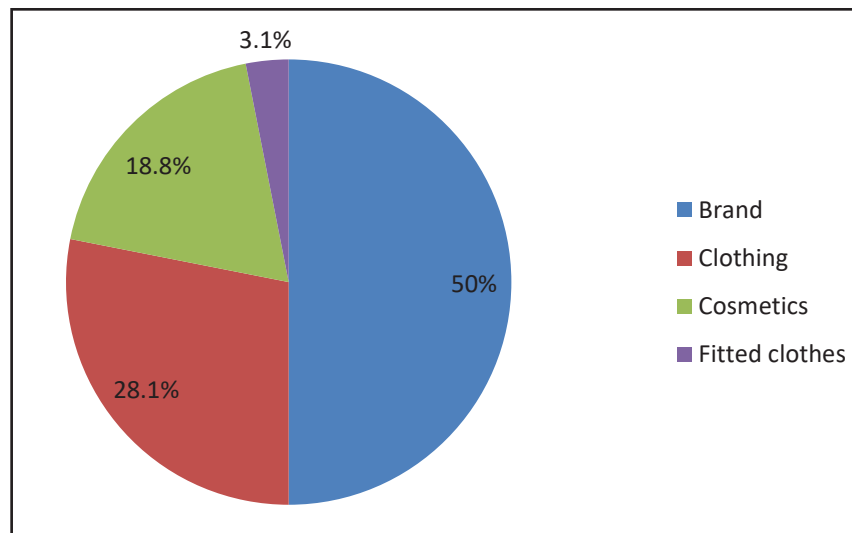


Fig. 5: Facebook has Mobilizing Youth Towards

Importance of Facebook for Any Entrepreneur and Employee

It is evident from the Fig. 6 that out of total respondents, (29.7%) of respondents are agree that Facebook is important for advertisement followed by (23.4%) of

respondents stated that it is a medium of communication and (18.8%) as a medium of awareness among people. However, small proportion (13.1%) of respondents reported that Facebook is easy and cheap access to large market and meager percentage (5.6%) of respondents believed that it makes to get job easier.

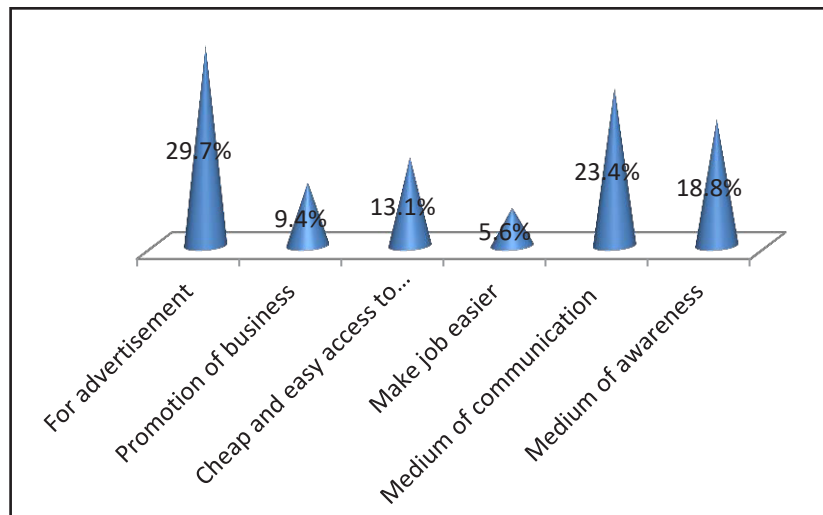


Fig. 6: Importance of Facebook for Any Entrepreneur or Employee

Banning of Facebook

Majority (87.50%) of respondents believed that Facebook

should not be banned while as (12.50%) believed that it should be completely banned.

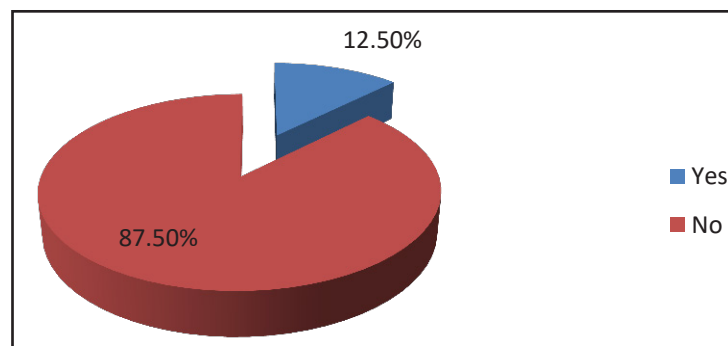


Fig. 7: Banning of Facebook

Conclusion

The social media has become an integral part of the life of the students even they cannot expect to live without the existence of social media and their smart phones. Facebook is one of the earliest and largest online social networking geared specifically for students in higher education. It represents a new form of communication and connects students socially in an online environment. If online academics have evolved and continue to do so, then it is only natural that online academic social environments such as Facebook will continue to evolve as well. The study revealed that the positive effects of

Facebook on youth was that it makes them more social and improves their mood whereas negative effects of Facebook was addiction to use Facebook and sometimes irrelevant things are written on it. Regarding the impact of Facebook on health on youth, it was observed that respondents using Facebook regularly suffer sleeping problems, anxiety, depression, obesity and sometimes it gave rise to conflicts among friends.

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