

# Emerging Trends of Social Networking Sites Towards Professional Students: Conceptual Review

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**Abstract :** The research is focused to find out the positive and negative impacts of social networking sites and also identify the emerging trends of social networking sites. Whether it is beneficial or not for the professional students . social networking sites for example twitter, LinkedIn, Facebook and google + all these are used to communicate with others for sharing their ideas, views, experiences, etc. There is no doubt social sites is a powerful communication tool in the growing society in recent trends. In one side social media is providing knowledge to the students by sharing information other side it distracts students from their studies and also creates cyber crimes. Subsequently questions and controversies emerge about the effects social networking sites have on professional students development. SNS has positive and negative impacts that based on what way the individual will utilize SNS. So everyone have to understand the ethical responsibility of using these of social networking sites in a good manner

**Keywords :** Emerging trends, social networking sites, professional students

## 1. INTRODUCTION

In recent trends professional students are grown up in a world where we developed, maintained and expressed online for connection. Progressively the students are using social Medias and Social Sites like twitter, LinkedIn, Facebook and google + to communicate with others. They may be their family members, friends, faculty and staff and connect to meet new people on campus. That connection through social networking sites can useful them in their college experience as well as from networks that may useful them in their future career.

This article discusses about the emerging trends of Social Networking sites and the ever-growing importance of professional students in the professional world. This article is clearly examined the benefits and drawbacks of Social Networking sites. Now a days its very hard to find a adolescence who does not have a face book or twitter profile accounts which they using to keep in touch with friends and to explore or communicate their ideas and uses for their study academic purposes also

No doubts Social Networking sites are of really useful in the youth's day to day life. SNS can advantage us from multiple points of view and that it can make life simpler for us. Because of SNS Cyber bullying also developed, these are some blackmail people by illegally use them that they could post something embarrassing regarding that persons. Nonetheless it has positive and negative we ought to remember that everything in life ought to be taken in moderate

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- To identify the relationship between professional students and Social Networking site.
- To determine the influence of Social Networking sites among the professional student's social life
- To evaluate attitude of students spending time on Social Networking sites
- To provide suggestions to use social sites in a proper way

## 2. LITERATURE REVIEW

Kuppuswamy, Shankar Narayan, P.B and Sunita (2010), "The Impact of Social Networking sites on the Education Youth" concentrated on the effect of Social Networking locales on Education. The study contends that these informal communication sites divert understudies from their concentrates; however these sites can be helpful for training in view of sound pedagogical standards and legitimate supervision by the educators. Also, the exploration infers that person to person communication sites have both constructive and adverse effect on the training of youth, contingent upon one's enthusiasm to utilize it in a constructive way for his/her instruction or the other way around.

Wang, Qingya et.al. (2011), "The Effect of Social Media on College Students" "The impact on social sites regarding undergraduates" "qualified for the basis of utilizing social networking sites by the undergraduates. This research examines the merits & demerits of undergraduate are utilization of social media for their academic purposes. This research as well as explains the correlation among the impacts of social sites & undergraduates study related activities. This explanatory analysis given a random collection of 48 undergraduates (26 gents & 22 women's) who are all surveillance a undergraduates approach on sample collections about the impacts of social networking sites on undergraduates. The solutions of this survey sample collections manifest 45% of the collection's surveillance involving 6-8 working periods per whole day utilizing social media sites, subsequently 23% involving above 8 working hours, 20% involving 2-4 working hours & only 2% involving below 2 working hours. This research finalized most undergraduates utilized social networking sites & involve more than working hours, there was a wrong perception to undergraduates utilizing of social networking sites

Tariq, Waqas and et.al. (2012), "The Impact of Social Media and Social Networks on Education and Students of Pakistan", considered the impact of internet systems administration on guideline, understudies, and effect on their life of youths. After that it depicts how casual correspondence locales are sound-related and risky for youth and youngsters. Disclosures exhibited that casual association partner them with each other so they not regardless attempt to handle their home endeavors and they connect more seasoned people and seniors to help them in cloning their educational material. Casual people group give a virtual life to the understudies, those understudies who not talk before anyone could feel adaptability in their virtual life. The virtual presence of understudies occupy his contemplations from preparing towards distinctive activities and by living inside Neverland understudies bit by bit starts to detest educated life and studies. According to the diagram endless characters exist in casual groups, these fake identities play out various kind of encroachment on interpersonal associations in which they select themselves as a fake identity on name of someone else and exchange of ill-advised materials with fake identity

Taysur, Mohamed(2014), Social Network: Academic and Social Impact on undergrads Concentrated on the impact of utilizing informal organization's example Twitter & Facebook on undergraduates participation in social perspectives & educational involvement. This research describes 30 freshly engaged undergraduates at the institutions of petroleum. This study barring the women's because of social beliefs & typical lifestyle. The utilization of overview strategy collected by way of primary information. The study was utilized to gather the numerical information. Discovers noted that undergraduate scored maximum GPA who investing maximum amount of periods for spending social networks. Subsequently undergraduate scored minimum GAP who utilizing minimum number of periods, above 2/3rd of the followers didn't communicate, data's about their academic & their academic related work. Additionally above 1/4th of the followers do not search their basic academic information by way of using social networks. This research finalizes the significance among the undergraduates GPA's and their utilization of social sites.

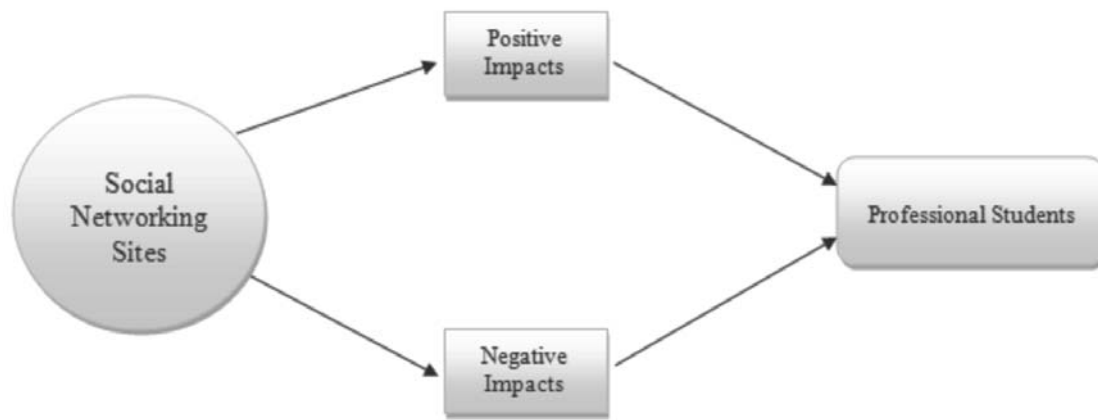


Fig. 1. Conceptual Framework

### 3. POSITIVE IMPACTS OF SOCIAL NETWORKING SITES

#### 3.1. Social interaction

Most of the students using social networking sites for social interaction. it is the place an individual to socialize and interact with others. The contacts are more than face to face contact. A social network site gives a social life to the students. It is used to contact and keep on touch with family and friends and also provide a facility to interact with the people who are stay far from us.

#### 3.2. Information sharing

Students can get more information from social networking sites. Because teachers are not always updated. but in social sites provide all updated information in day to day. To find information about job, businesses. Students can self educate through social networking sites. Students can know world wide information within a fraction of tie byway of using these websites

#### 3.3. Entertainment

Social networking sites are mostly used for entertainment. it is are the most well known source for entertainments in emerging trends. These sites provide some of the entertainments like watching videos, listening music, playing games etc.,

#### 3.4. Relaxation

Social networking sites are helpful to the students to share their feelings and their mental stress so the students are escape from stress of the real life and reality. So the professional students can think innovative things for his career

#### 3.5. Express opinion

Individual can easily express their opinion and thoughts by using social networking sites like give comments and like for the other's posts and also get other's opinion for your posts. It is one of the motivational factor to encourage students to do the best things in their studies and also for the society

#### 3.6. Convenient utility

The web and SNS furnish youngsters with a scope of more extensive advantages and chances to enable themselves in an assortment of ways.sns really assume an essential part in individuals' lives – conveying instructive results, encouraging strong connections. SNS encourages having the capacity to rapidly adjust new technologies, services and entertainments and excitements It is also facilitate a convenient to the students can access social networking site at anytime and anywhere because the sites are always readily available and it has no time limitation

## **4. NEGATIVE IMPACTS OF SOCIAL NETWORKING SITES.**

In multiple ways social networking sites has lead to effective changes in the way individuals convey and share their data. Also the social sites has a negative impacts also

### **4.1. Reduce learning**

Students can access more of the information easily on the social networking sites, students who get involved in these sites they fail to focus their studies , this course reduction in their academic performance and as well as their learning capability. Students while preparing and seeking in websites they get pulled in to utilizing social networking sites so the students fail to remain why they utilizing online.

### **4.2. Waste of time**

Students are not able to provide their work. In the specified time because of using these sites tremendously individual can use these sites to refer and spending full day on the screen and the result are not doing good at anytime with their future and studies

### **4.3. Less academic performance**

Students get low grade due to lack of desired information and writing skills. in on growing society most of us spending their maximum times on these sites , due to that they are unable to success in their professional field as well they rely on the virtual environment instead of gaining practical knowledge

### **4.4. Cyber bullying and crimes**

Use of social networking sites may expose individuals to their forms of harassment or even inappropriate contact. Students posting their photos, personal videos to their group members it are highly lead to cyber crimes

### **4.5. Effect on mentally and physically**

The unnecessary utilization of these locales influences the mental and the physical wellbeing. Understudies don't take as much time as necessary and take appropriate rest. Who use long range social sites for their day by day correspondence are snared to a point that they disregard wellbeing obligations.

## **5. CONCLUSION**

In this review the researchers try to explore the impact of Social Networking Sites. There is no doubt Social Networking Sites having a great impact on professional students both positively and negatively. it is important to increasing some rules and regulations for the usage of social networks, also the professional students. But the students should get options to use their time in a efficient and useful way. Students must develop their cognitive and intuitive ability to analyze what is the time limit to use social site.

## **6. RECOMMENDATION**

Our research demonstrated that most professional students might want to use informal communication locales and spend maximum time to use social networking site destinations. Long range SNS is irrefutably impacting professional students' efficiencies and furthermore their assessments. In this manner, educators ought to be stressed over these issues and endeavor to find better ways to deal with deal with these issues. Yet, circled inside an academic association, the thoughts laid over here can be utilized to investigate the usage of correspondence advancement not exactly at school, however also at home, workplace, and diverse settings, and for a grouping of different social occasions of individuals, for instance, young people, energetic youths , families. For further research, it may be more valuable to evaluate the social proximity other than motivation and weight, taking a gander at how an understudy's mental state sways motivations for person to person communication locales use. Likewise, long range informal communication locales destinations influence investigation of expert understudies in a positive ways

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