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Social Networking Sites: Tools of Management or Chaos?

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Abstract: The paper under reference is an attempt to explore the world of social net working sites and to delve deep into the issues that have emerged in the domain of social, economic, political and psychological fields along with the innumerable advantages and disadvantages that these sites offer. Social Networking Sites affect the every aspect of our lives--- be it social, economic, political, personal and psychological. These sites have a plethora of advantages and disadvantages. Though these sites have revolutionized the whole business of communication, yet it has done a great harm to the various facets of human lives which include social, business, physical and mental. The kids and the youth are in its tight grip. This paper also attempts to study the fall-out of these sites on the various aspects of our lives. It tries to find out how adolescents are being caught in the snare of drugs, pornography, passive entertainment and many other maladies. These Social Networking sites have also created a virtual world and this has thrown the younger lot in the romantic and utopian world of imagination. These sites have very badly impacted productivity. These sites have a hidden agenda also. These sites have been manufacturing consent for powerful nations and are trying to build world opinion against the nations that refuse to toe the line of the Mightier besides nations besides furthering the economic agenda of globalization unleashed by WTO, IMF and other powerful nation. The paper under reference seeks to analyse whether Social Networking Sites are a tool of management or chaos.

Keywords: Globalization, Productivity, WTO, IMF, Virtual World.

I. INTRODUCTION

This age, in which, modern man who is blessed with various technological 'avatars' lives, is famously or infamously called the age of SNS — social networking 'sites'. SNS is a mode of communication through Web. It is an easy, fast, effective but highly 'dangerous' mode of communication for establishing a link with a sea of unknown humanity. SNS works through a plethora of sites :- Facebook, Twitter My-space, Orkut, hi5, comscore, Linedin ibibo etal. With the help of these sites, One can connect oneself with a horde of persons across the globe. It simply works on the principle of ' fission' that set-up a 'chain-reaction' and connects a person with others irrespective of the geographical, cultural and language barriers that 'the user ' of these SNSites has with his or her counterparts. The chain that is set into motion by the SNS sites never stop ; rather they, in turn, keep on multiplying triggering a very complex chain-reaction of assimilation besides forming a very strong, effective easy, but complex Web of social-interface amongst the masses belonging to different nations, classes, cultures and ideologies. How great this medium is ! It is no less than a miracle that SN Sites bring an interface amongst people separated by the hues of class, religion, geography, ideology et al on a common —platform, for sharing their ideas. Now, This miracle, through has revolutionized the whole business of communication has given birth to a set of complicated problems also which need immediate attention of all of us.

II. MANAGEMENT OF KIDS THROUGH SOCIAL NETWORKING SITES

Kids can be controlled and managed through social networking sites. Parents can keep a watch on the activities of their kids through these sites. But, there SNS sites are inimical to kids, as there 've the potential to spoil their supple minds. The kids indulge in all those 'games' which are forbidden to them and are adult-centric. Pornography thrives through these sites. The pornography industry lures kids in to watching 'dirty' photographs and also woos them in this dirty-trade. Many child sex-rackets are a direct fall out of these SNS sites. These sites are also harmful for children on another count. AS drugs are easily flashed on these sites, the kids get attracted towards drugs and finally ends-up as addicts. Another negative impact which these sites cast on kids is that they hit very hard on the power of concentration of children. SNS sits are basically visual sites where images and words remain in a state of continuous flux, there by affecting the power of concentration of kids. This, in turn, leads to loss of retention-power. These sites have also a very strong effect on the communication —skills of children. As these sites operate on the principle of 'Quick-fix'. the language aspect of children gets .a big blow. .In an ever rapid world of SNS sites, children compromise with the grammatical as well as literary aspect of the language and communicate in a 'highly-hybrid' language. In. other words, children become talk- centric and brush aside the major aspect of learning proper language skills. This loss is a great loss ; as children fail to communicate their emotions in a scientific way as they fall a prey to a highly jumbled language.

They SNS site are a health-hazard to children. An addiction of these sites make kids obese besides making them passive, lethargic and nincompoops. Recent studies have concluded that those kids who remain online on these SNS sites for a considerable period of time face major health risks. And, these include:-hyper tension, type-2 diabetes, poor eye sight. poor mental faculties, skin disorders, etc. The mad exposure too these sites badly hit the cognitive-abilities of the kids besides subjecting them to a horde of other mild to complex physical-problems.

However, these sites can help parents and teachers keep a watch on the activities of their wards. The behaviour of a boy/girl can be easily assessed from the kind of posts the boy/the girl shares on these sites. The pressure of academics can also be managed through these sites as assignments and topics can be easily shared and discussed on these sites.

III. SCAMS AND SOCIAL NETWORKING SITES

These sites create a virtual world and blurs the real-world, through temporarily. But once a virtual world is created and one lands into that, one forgets the outside world and dives deep into that highly imaginary world where in they open-up their hearts and then finds themselves in a big trouble. Recently, a boy gives his SNS sits friend a true account of his family's profile which was then exploited by SNS sites friend and that 'fellow' had to pay a very heavy price for that. In an another shocking incident, a girl from Jalandhar unknowingly shared her ATM PIN Code with her face book friend. Her friend one day, stole her ATM card and stashed away with her amount. These sites have very fast becoming a source of looting the gullible masses. They aid and abet fraud. The smart guys hack personal details of another users and then barge into their treasury —trove leaving the user of this virtual world facing the hardest reality of his life. The volume of crimes committed through. SNS sites is so high that it has even forced the law enforcing agencies to gear them up with the latest gadgets to catch high tee scam esters. The hackers usually target the high —profile targets. Sohail Khan ----a Bollywood star has too fallen a prey to it. The common people who have a little knowledge of computers often found themselves cheated. The culprit here again is SNS ites.

IV. DRAG ON PRODUCTIVITY

SNS sites hits at productivity also.It has been found that social-networking sites reduces the productivity as employees remain engaged in talk' on these sites. Many It has been found that employees spend 40 minutes per week on these sites that in turn has cost the employers\$ 2.25billion. Therefore,. MNC's have banned chatting on these networking sites as they have suffered huge economic losses. Besides, It also tempers with the special-skills of the employees. As these sites are a 'clear

diversions', and clearly affect the power of concentration and cognitive thinking, these sites badly affect the skills of the employees.

V. BUSINESS BLITZKREIG

SNSites are hailed as business sites. A lot of countries and a million of people of this globe are engaged on what can be called SNSite commerce. There is little doubt that these sites promote business and have given a new dimension to the dynamics of business; bringing the world-trade on the monitor of the computer; but the trend of SN Sites commerce is fraught with dangers also. First, this type of trade is often uncompetitive. The powerful nations exploit the advantage of technology that they have and forcibly sell their goods, rather sub-standard goods, into the third world countries. These powerful nations exploit SN Sites as handy tools to further the hidden agenda of globalization. They lure the customers with their highly attractive and shining products and coax them to buy their products. This badly hits domestic industries these industries have suffered huge losses on account of SN Sites trade. Secondly, These sites are trying to psychologically build up a thesis that the products of third world countries are sub-standard; and of poor grade and therefore these products should not be purchased. The foreign brands are of high quality, cheap and cost effective and therefore, they should be embraced. The door-to-door delivery, duly accelerated, by SN Sites has further helped powerful nation to intrude into the market of poor and under develop nations. These business sites do social engineering and though this trap they fish out the details of the companies in which the SNS users work and then exploit the same data to further their economic ends. This is called Phising. This is dangerous both for the employers and employees. These business sites include: Ryze.com and the employees. jor, Talkbiznow, Xing, Yelp.Inc., Bizlink, Biztoo etc. These sites promote the economic goals of their companies and try to sell their products under the veneer of High —quality products. These sites are actually the agent of WTO, IMF and other economic giants that are working at the behest of these organizations to implement their agenda of free trade. These sites promote conspicuous consumerism just to enlarge the size of their market.

VI. POLITICS AND SOCIAL NETWORKING SITES

These sites have political agendas also. These sites are being widely used by powerful nations to further their political goals. The disturbance that shook Iran in 2009 after the declaration of result of Presidential elections. The unrest that took the Republic of Iran into its grip was basically fuelled by SNSites. And these sites are monitored by the enemies- of Iran.SNSites played a vital role in the election of Obama. These sites are being used as a tool to propagate ideologies of different nations and also to deride the political ideologies of their enemy states. These sites manufacture political opinions and are being used as tools to perpetuate imperialism. These sites are also being extensively used to curb nation states that do not conform to the philosophy of 'big states.' American forces have been using popular SNSites to legitimize the use of force to win war against terror in Afghanistan and Iraq. The political upheaval in Egypt too owes a lot to these sites.

VII. GOVERNANCE AND SOCIAL NETWORKING SITES

Social networking sites are a great aid for governance. The government use it to spread awareness on different schemes that it launches for the masses. Public is educated about Adhaar (an 11 digit identification number), Voter ID cards, PAN, Income Tax etc. through different social sites. The DBT scheme is too being popularized through various social networking sites. Now, under a pilot project wages to the workers who work under MNEGRA are being paid through banks and this scheme has been made popular through various Social Networking sites. The odd even scheme launched in New Delhi to rationalize road traffic by AAP has too been made popular through a variety of social sites. Carpooling is first done through these sites before it takes a concrete shape on the road. Thus, these sites have helped the government to run odd even scheme successfully. Secondly, the success of the scheme has reduced pollution level in New Delhi too. Some credit for these achievements goes the Social Net Working Sites.

VIII. CRIME AND SOCIAL NETWORKING SITES

Social net working sites pose a great threat to security of an individual and a nation. Over the years, many incidents of breach in national security via social net working sites have been reported. The enemy country operates with fake IDs and hoodwinks others by luring them to seek information about the army installations from the person who is trapped on these social net working sites. The arrest of an Air Force officer in Bhatinda in Punjab is a clear case of an officer being honey trapped on Social media sites by the enemy country. ISIS, a deadly terror organization has been extensively using social media sites to popularize its organization and to perpetuate its terror on the world. A few years ago rumour mongers spread malicious news against the students of Eastern part of India. It led to a riot like situation in the areas where the students from this part of the region were in minority. It also led to the exodus of these students from the parts of India where they were in minority and had come there either for academic purpose or for greener pastures.

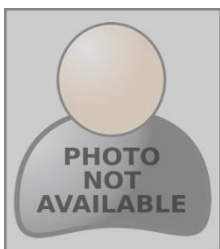
IX. CONCLUSION

In the end, it can be logically concluded that social networking sites both act as a boon or a bane. They are both the tools of management and chaos. Information can be instantaneously shared through these platforms n a big push to the economy of the country. Secondly, it has made access to different welfare schemes of the government easy. These sites have reined in corruption to a great extent also. These sites have revolutionized the life of a common man. But, these platforms can also mislead public and can create law and order problem. Therefore, these sites need to be handled very carefully.

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