

Study on Social Networks as the Main Way of Communication in the Modern World

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Abstract: *Teens inhabit a highly social world, one teeming with communications options; nevertheless, teens generally default to more traditional media – telephones (either landline or cell) and face-to-face communication. However, communication patterns are different among three groups of teens: content creators, social networkers, and “multi-channel teens” who use the internet, instant messaging, text messaging cell phones, and social networks. Overall, social network users are also “super-communicators,” utilizing all types and methods of communication to stay in touch with their friends with a frequency unmatched by other teens. Nearly two-thirds (63%) of cell-phone-owning social network users make cell phone calls to their friends on a daily basis, while 41% of cell phone owners who do not use social networks report calling friends with a cell phone daily. Social network users are also more likely than non-social-networking users to talk to friends on a landline telephone on a daily basis, with 44% of social networking teens reporting such behavior compared to 34% of those without social network profiles. Two-thirds (67%) of social network users have sent or received text messages, compared to just 38% of those not on social networks. Social network users are more likely than non-social-network users to text friends every day (36% vs. 17%), as well as to own a cell phone (75% vs. 54%). Similar to texting, social network users are more likely to send and receive instant messages and more likely to send and receive them more often. While 85% of social network users ever send instant messages, half (50%) of non-social-networking teens report using instant messaging. And social network users are nearly three times as likely to send instant messages every day, with 42% of social networking teens reporting daily instant messaging, compared to just 16% of non-social-network users.*

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