## Cultural Impact and Gender on Indian Young Adults in Using Social Networking Sites

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**Abstract**

The present research is an attempt to find the answer the impact and effect of social networking sites on Indian young adults in socialization, entertainment self-status seeking and information seeking. Social network sites have grown rapidly in recent years across world even in India too. These sites have quickly and deeply penetrated its users' everyday life. In India social networking sites like Facebook, YouTube, Orkut are more popular sites and also become part of daily life of Indian adults.  There is no doubt these social networking sites have provides employment, marketing, personal growth, sharing of information, and entertainment. Yet little know about the impact of culture and gender on Indian adults.  Based on a cross-sectional survey of 450 Indian young adults, the present study examines the impact of culture and gender on why Indian individuals use the social networking sites. The present study found that consistently interdependent self-construal can predict the four motives for Indian young adults to use social networking sites: socialization, entertainment, self-status seeking and information seeking. The study also found that the gender difference in information seeking and self-status seeking; with male adults being higher in self-status seeing and female adults higher in information seeking. Limitations and suggestions for futures research are provided.

**Key Words:** Social network sites, Information Seeking, Self-Status, Gender, India, Socialization

**Introduction**

Social media have transformed both local and global communication significantly in the past few decades. In the few decades, the practices and use of social media in India has seen a dramatic increase. Social media is used for various purposes, for pleasure, to find information and many more reasons. Its use varies from users to users and male to female.  Many scholars thinks that the Internet changes the way we communicate each other for many reasons, due to high speed connections, affordable online technology and the availability of  several programs. Scholars have pointed out Internet characteristics such as interactivity and digital content that make communication flow freely (Dong, Day, &Deol. 2010). This is shows that individuals, youths in particular, depend heavily on social media for socialization and entertainment purposes. Social media and social network access and usage in the world has been multiplying year by year, with approximately 1.22 billion users in 2011, 1.37 billion in 2012, in the year 2013 the social media users is 1.73 billion and in 2014 1.97 billion social media users, it indicating an upward trend in the number of people moving along with this digital age and 1in 4 people use social media network globally. Such a rapid growth has been interacted with people's needs and motivation.

India is not left out in this use of social media revolution. Indeed India can be said to be rapidly developing as an information technology hub in Asian continent. According to statistics in the year 2011 there are 122 million social media users in India, in the year of 2012 social media users in India is 147 million in the year of 2014 social media users in India is 197 million. It shows that social media penetration is growing in India too.Social media adds value in many areas beyond search that include research and development, customer support, demand generation, branding, HR and sales. With all of the value-add opportunities that social media presents and the plethora of technology and data available, it can be easy for marketers to lose focus, and it can be challenging to keep search engine optimization and social media aligned effectively. Thus, social media also presents its own unique prioritization challenges. The companies that will get the most value out of their social media efforts will be those that are able to overcome the challenge of effectively scaling social media across the organization with a clear understanding of the key areas of value that social media brings.

Social media have existed since the very beginning of the Internet, but mostly as messaging boards where people could post messages on various topics and wait for others to respond. The first social network site MySpace in 2003 that popularized social media with its easy-to-use blogging platform and the ability to easily share music and videos among users. YouTube was established the same year, allowing individuals to share videos online. It was followed by the creation of Facebook are hardly comprehended because they dramatically alter the way we communicate, the way we define the media, and the interactions between individuals and the media.  Social media has attracted considerable attention among researcher. As a social networking sites it offers an online platforms on which users create profiles, generate and share content and information, and interact with others known  and unknown contacts. Social networking sites also have experienced vast expansion in recent years, leading to extensive use by people from all segments. Because of its dynamic functions and power, many countries have caught up with the United States to launch their own social networking sites similar to Facebook. It is hard to find literature on Indian social media therefore it is critical for this study of fill the gap. The current study examines why Indian young adults use social media and how the Indian users are affected by their culture and gendering in using the social media.

While cultures around the world value their individual traditions, beliefs, and norms that make them unique, social media links people around the world regardless of difference and geographical boundaries. The compression of time and space due to the convergence of new media and globalization has shrunk the world into a much smaller interactive field (Chen and Zhang 2010). People across the globe can interact with each other within seconds of sending and receiving messages. Social media has brought people from different cultures together in the 'global village'. During the intercultural adaptation, people use social media to learn about their host countries, establish and maintain relationships, and stay informed with events in their home countries. Communication and interaction are key factors that influence how social media impacts culture.


**Cultural influence on Social Networking Use**

Culture shapes individuals beliefs, values and behaviors. With fast social media development, it is interesting to see how culture plays a role in affecting Indian young adults to use this social networking site. The scholars of

intercultural communications have focus on a number of cultural constructs when investigating cultural influence in a global context. Social media is an important part of our lives because it promotes the interconnectedness and interdependence of our culturally diverse world. Media for social interaction allows for people to communicate and engage with information that is quickly accessible on the Internet. The Present society, there is an increasing number of Internet users, so social media has become more popular in daily patterns and routines. The communication that occurs in these online contexts promotes interactive dialogues that build understanding of different points of view. Social media means that everyone is published and everyone is a critic. In social networking sites, people have the opportunity to express their opinions to the public and participate in conversations and dialogue through a common virtual medium.

Public and young adults use social network sites for many reasons. They use to connect and interact with others for several reasons. The adults' desire is to fulfill a sense of belonging through support from relationships with others. After obtaining psychological and safety needs, people strive to achieve the need of belonging. These social network sites have provided the opportunity where people can communicate with other and belong to different networks via virtual communities on the Internet. In relation to interacting with others online, people use social media to gain knowledge and learn about different opinions and perspectives of issues, topics, and events. Almost the use of social network sites is for socializing, it is a form of media that allows people to participate in conversations and online dialogue without being face-to-face with others.

The concept of culture arises from the convergent of new forms of communication technologies in the twentieth century. These convergent have linked the world together in ways which make it relatively easier to communicate with peoples and culture around the world. The 20th century invention of Internet is a worldwide connected series of computer networks that has created tremendous changes in society. Many studies marked that the Internet has led to the advancement, exploration and the homogenization of cultures around the word. This happens because of its effects on global communication, education, trade and ability to access information about other cultures. The world trade has become extensive, more and more words are shared across languages, people are aware of political situation around the world and how these situation is affect their own, and sports and entertainment are views simultaneously by global audiences. These exposure to the social media and new forms of communication helps to spread cultural elements. New forms of communication and Internet have connected people across the world and increasingly bringing people of various cultures together in a much more intimate and grassroots manner. A global culture is emerging and the new forms of communication are strongly contributing to its convergence. Multiple increases in size every year, the new forms of communication has dropped out of the sky like a bomb and exploded onto the scene of culture.

Culture is defined as shared behaviors, ideas, and artifacts that create a way of life passed from one generation to another. Every individual has born and brought up his own culture and their lives are influenced everyday by being surrounded in that same culture. There are millions of different cultures across the world and each culture has its own unique identity and way of life. Culture is viewed by different scholars in different way. The shared behavior

learned by members of a society, the way of life of a group of people, the complex of shared concepts and patterns of learned behavior that are handed down from one generation to the next through the means of language and imitation (Barnouw 1987). The set of learned behaviors, beliefs, attitudes and ideals those are characteristic of a particular society or population (Ember and Ember 1990). The learned and shared kinds of behavior that make up the major instrument of human adoption, the way of life characteristic of a particular human society (Nanda, 1991). Culture is an 'historically transmitted pattern of meanings embodied in symbols, s system of inherited conceptions expressed in symbolic forms by means of which mean communicate, perpetuate, and develop their knowledge about and their attitudes toward life' (Clifford Geertz, 1973). The beliefs, customs of everyone in a society is called a culture. Our attitudes, habits and action; how we act and why we act; what we eat and wear; our building, roads, and means of travel; our entertainment and sports; our politics; our beliefs, activities and controls them are called as culture (Ray B Browne, 1978).

**Social network sites usage in India**

Usage of social networking sites in India have become increasingly popular components of our younger generation's lives in today's modern society. It provides for Indian adults to communicate, exchange message, share knowledge, and interact with each other regardless of their distance that separates them. The social networking sites links people across the nation regardless of differences and geographical boundaries. The compression of time and space, the convergence of media and the effects of globalization have made the nation into a more interactive. The adults of India are feeling more comfortable in use and access of social networks for communicating and building relationships through online. The middle age group and adults are very comfortable in use of this technology because they are growing with technological era. The adults may not recall how or when they learned to use a computer or access the Internet; for as long as they can remember, those tools were always there. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries' between their online and offline activities. Social media are also developed rapidly as technology changes with new communication technological dimensions and features. The new generations of youths with in the country, who are growing along with new communication technologies are emerging as "new generation."

The user of social networking audience in India is very young compared to the rest of the other nations in the world. Nearly 75% of social networking users in India are under the age of below 35 years and nearly half of them are under 25 years of age. These usage patterns show that the expansion, adaptability and future prospects of the social media in India. Searching information, entertainment, connecting with other and e-mail are the top most for the users to use social networking in their day-today activities in India. Nearly more than 84% online audience will use social networks for different purpose of communication and other online activities. It is clearly shows that the young generation is leading the social media revolution in India. The growth and use of social media by adults in India for the purpose of their Information and entertainment is leading and going by the current trends.

To address the issues of the cultural and gender impact of social networking sites on adults in India, the first question is raised in this study is for what purpose is this adults in India using social networking sites? Based on this question the present research start to reveal social media are part of their lives and how they interact with each other. Thus the objective of this study is to explore the emergence of social media and its impact on adult's culture and gender of the nation. The present research is to examine that how the individuals use the social networking for their information and entertainment and various functions of social media in conjunction with conventional media. To examine the relationship between use of social media and its impact on culture and gender of Indian adults, the following research questions were proposed:

RQ1: How does an Indian adult use social media?

RQ2: What is the impact of social networking sites on culture and gender on Indian adults?

RQ3: what is the impact of independent and interdependent self-construal on motivating Indian young adults to use social networking sites?

RQ4: How do Indian different gender young adults differ in using social networking sites?

## Methodology

The present study aims to examining the phenomenon on Impact of culture and gender on Indian adults in using social network sites. For the present study survey research methodology was used to explore to answer the research questions. Survey research is one of the most important areas of measurements in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of the respondents. A "survey" can be anything forms a short paper-and-pencil feedback from to an intensive one-on-one in-depth interview. In this present study I used the questionnaire schedules for data collection. Questionnaires are an inexpensive way to gather data from a potentially large number of respondents. A well-designed questionnaire that is used effectively can gather information on both the overall performance of the respondents. For data collection questionnaires were administered to adults in the age group between 18-33 years. The study was conducted in Bangalore city, in the month of May 2014. Data was collected through questionnaire consisting of three parts: in the first part it is demographic information of the respondents, gender and educational background, the second part is access of the computer and Interment by respondent and last part of the questionnaire the impact of social networking sites on culture and learning by the respondents. The sample for the study was drawn from the Bangalore city adults of 430, randomly without bias we have taken for the study. For analyzing the data, SPSS program were used.

A total of 500 questionnaires were distributed with 450 returned with 20 questionnaire were incomplete than finally 430 questionnaires were selected for data analysis. A three-section questionnaire was used in the study. The questionnaire was constructed according to the tailored design method. Convenience sampling was used and group-administered survey was conduct for the study in Bangalore city.

**Analysis and Findings**

Collected data were entered manually into Microsoft Excel. Statistical Package for Social Science (SPSS) was used to analyze the data. Out of 500 question schedule were distributed to respondents irrespective of age and gender and educational background. Finally I have received 450 schedules in that 20 question scheduled were rejected due to non-completion of the questionnaire and finally 430 were selected for analysis. Out or 430 respondents 236 (54.88%) are male and 194 (45.11%) are female respondents. The respondents selected for this study is above 18 years and 33 and above age groups were given the response. There are 70 (16.27%) respondents belong to 18-20 age groups, 112 (26.04%) were belong to 21-23 age group 92 (21.39%) respondents belong to the age group of 24-26 and 59(13.72) respondents were in the age group of 33 and above

**Table 1.1 Different age groups of respondents**

|         | Frequency | Percent |
|---------|-----------|---------|
| 18 - 20 | 70        | 16.27   |
| 21 - 23 | 112       | 26.04   |
| 24 - 26 | 92        | 21.39   |
| 27 - 29 | 60        | 13.95   |
| 30 - 32 | 37        | 8.60    |
| 33+     | 59        | 13.72   |
| Total   | 430       | 100     |

For the study I have measured the different education background of the respondents table 1.2 represents the different educational background of the respondent

**Table 1.2 Educational background of the respondents**

|                     | Frequency | Percent |
|---------------------|-----------|---------|
| Secondary education | 118       | 27.44   |
| Graduation          | 121       | 28.13   |
| Post-Graduation     | 112       | 26.04   |
| Professional Degree | 79        | 18.37   |
| Total               | 430       | 100     |

Table 1.2 represents the different educational background of the respondents. There are 118 (27.44%) respondents are studying and educational background of secondary education, 121 (28.13%) of respondents are graduate and

doing graduation. Out of 430 respondents 112 (26.04%) are post graduate or studying in post-graduation. There are 79(18.37%) respondents are done the Professional degree or doing the professional course.

**Table 1.3 Owning Computers and Internet Connection**

| | | Male | Female | Total | % |
|---|---|---|---|---|---|
| Do you have computer in your home | Yes | 125(29.06) | 158(36.74) | 283 | 65.81 |
| | No | 111(28.81) | 36(8.37) | 147 | 34.18 |
| | Total | 236 | 194 | 430 | 100 |
| Do you have Internet connection in your home? | Yes | 137(31.86) | 140(32.55) | 277 | 64.41 |
| | No | 99(23.02) | 54(12.55) | 153 | 35.58 |
| | Total | 236(54.88) | 194(45.11) | 430 | 100 |

Table 1.3 shows that out of 430 respondents 125 (29.06%) male respondents said they have computer in their home and 158 (36.74%) of female respondents said they have computer in their home totally 283 (65.81%) of respondents said they have computer in their home. In respect of Internet connection 31.86% male said they have Internet connection in their home and 23.02% of male said they don't have Internet connection in their home. But 140 (32.55%) female said they have Internet connection in their home and only 12.55% female said they don't have Internet in their home. The above table shows compare to male respondents female have said they have computer in their home and also Internet connection in their home.

**Table 1.4 usage of social networking sites * Gender Cross   tabulation**

| | Male | Female | Total |
|---|---|---|---|
| Always | 105(24.41) | 90(20.93) | 195(45.34) |
| Very often | 70(16.27) | 52(12.09) | 122(28.37) |
| Some times | 25(5.87) | 25(5.87) | 50(17.62) |
| Occasionally | 18(4.18) | 13(3.02) | 31(7.20) |
| Never | 18(4.18) | 14(3.25) | 32(7.44) |
| Total | 236 (54.88) | 194 -45.11 | 430(100) |

The above table 1.4 reveals that the usage of social networking sites among gender.  There are 105 (24.41%) male respondents use social network sites always and 20.93% (90) female respondents have use social network sites always there are 45% of respondents said they use social network sites either very often or in some times it means

usage of social network sites is more in the society. The survey reveals that a few percent of both male and female use social network sitesoccasionally. Very interesting is still there is a digital divide in usage of Internet or social networking sites, there is 7.44% of respondents have expressed they do not use Internet at all it is clearly shows that there is digital divide with in the society. But the study shows the majority of adults use Internet either always or very often.

**Usage of social networking sites among Gender**

Gender has played important roles in technology adoption. From telephone to the mobile phone, computer to the Internet, male and females use technologies for different purposes and in various ways. With historical analogues, it is very likely that social networking sites can shape and being shaped by different gender of their users. Most of the scholars argue that women use more social network sites than men. Many studies found that females tend to publish photos of their friends, name of their best friends and write poems to or about their friends. It means female use social network sites more than male. Some others argue that and pointed out that women are simply more effective at using social networking sites because they are able to control positive emotion.

The usage of Internet among men and women is different, although females play more important roles in the digital world. Women use it as productivity tool while men are primarily engaged in downloading software, experimenting with new technology, and using it as a form of entertainment. Study found that female is the digital mainstream and social networking sites are central to female's Internet experience.

**Table 1.5 How often do you use social network sites * Gender Cross tabulation**

|  | Male | Female | Total | Percent |
|---|---|---|---|---|
| Less than one hour | 97(22.55) | 75(17.44) | 172 | 40.00 |
| More than one hour | 76(17.67) | 42(9.76) | 118 | 27.44 |
| More than two hours | 17(3.95) | 32(7.44) | 49 | 11.39 |
| More than three hours | 26(6.04) | 33(7.67) | 59 | 13.72 |
| Never | 20(4.65) | 12(2.79) | 32 | 7.44 |
| Total | 236(54.88) | 194(45.11) | 430 | 100 |

Table above table shows that social network usage pattern among male and female. The usage of social network by gender 6.67% of female spent more than three hours compare to male use only 6.04%, and even there are 7.44% of female use social network sites more than male of 3.95%. The studies found that female are very active in usage of social network than male. When looking specifically at the social networking and of course the usage of Internet among male and female it become even clearer how important this activity is for female. Most of the female

respondents express their intention to usage social network for different purposes. The increase of more hours' usage of social network and Internet is more by female compare to male respondents. This is shows the growing importance of social networking usage among female. Further the study found male and female respondents using social network sites at different rates and different purposes. Since the research for gender difference in Indian social networking sites usage is more compare to the other nations. The study will conclude that the both male and female respondents use social network sites for different purpose and different intention, this is shows that the cultural impact on Indian adults.

**Table 1.6 Social Network sites Usage among Gender for different purposes-Cross tabulation**

|  | Male | Female | Total | Percent |
|---|---|---|---|---|
| To get information | 19 | 12 | 31 | 7.20 |
| To chat with friends | 43 | 11 | 54 | 12.55 |
| For entertainment | 9 | 41 | 50 | 11.62 |
| Play games | 30 | 16 | 46 | 10.69 |
| To connect with others | 25 | 32 | 57 | 13.25 |
| For e-mail | 24 | 15 | 39 | 9.06 |
| Educational purpose | 26 | 16 | 42 | 9.76 |
| To pass leisure time | 9 | 22 | 31 | 7.20 |
| To learn culture | 16 | 8 | 24 | 5.58 |
| For some other purpose | 16 | 9 | 25 | 5.81 |
| Never use | 19 | 13 | 32 | 7.44 |
| Total | 236 (58.88) | 194 (45.11) | 430 | 100 |

Social networks have become a global phenomenon and attracted extensive population from all around the world in different ages, cultures, education levels, etc. In addition to routinely checking e-mails, reading daily forums instant message tools, people now also check their social network profiles by following others' status changes, updating their profiles or looking at others profiles. The present research has shown that many people connect to social network sites at least once a day either check their profiles or to participate in different online activities. People use social network sites for variety of reasons among which ease of use, following rapid updating, analyzing and sharing the continuously increasing information, reflecting on daily life, establishing and maintain spontaneous social contacts and relationships, supporting informal learning practices with interaction and communication and facilitating delivery of education are the leading ones. Thus, these reasons explain why social network sites are adopted rapidly although they first had emerged with purpose of sharing photos, personal information and related content.

Table 1.6 reveals that the social network sites usage pattern among gender for different purpose. In the above table both male and female respondents use social network for get information, but compare to female respondents male will use mostly social network sites for get information. Again compare to female male are extensive users of social network sites to chat with friends, play games, educational purposes, learn culture, and some other purpose. But the above table shows that female are extensive users of social network sites for entertainment purpose, to pass leisure time, and to connect with others, it means female use extensively the social network sites to pass leisure time and entertainment purposes and even very interestingly they wanted to connect with others compare to male. Based on the above table gender and Indian adults social network usage will be bring significant impact of culture. Female has been proven, and that is that women are much more likely to have interaction than male. Female have higher follower or friend rate than male.

**Table 1.7 the useful and effects of social network on adults**

| | | Male | Female | Total | Percent |
|---|---|---|---|---|---|
| | Strongly agree | 63 | 60 | 123 | 28.60 |
| | Agree | 82 | 82 | 164 | 38.13 |
| Social networking sites are very useful for adults-Do you agree? | Strongly disagree | 40 | 29 | 69 | 16.04 |
| | Disagree | 27 | 15 | 42 | 9.76 |
| | I don't know | 24 | 8 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |
| | Strongly agree | 65 | 66 | 131 | 30.46 |
| | Agree | 90 | 69 | 159 | 36.97 |
| Social Networking sites are very informative-Do you agree? | Strongly disagree | 33 | 38 | 71 | 16.51 |
| | Disagree | 24 | 13 | 37 | 8.60 |
| | I don't know | 24 | 8 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |
| | Strongly agree | 82 | 65 | 147 | 34.18 |
| | Agree | 71 | 61 | 132 | 30.69 |
| Social Network sites gives information rather than any other media-Do you agree? | Strongly disagree | 39 | 31 | 70 | 16.27 |
| | Disagree | 27 | 22 | 49 | 11.39 |
| | I don't know | 17 | 15 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |

The above table reveals that the useful of social network sits for adults. Both male and female respondents have strongly agree (28.60%) that social network sites are very useful for adults, and 38.13% of respondents have agree that social network sites are very useful for adults, only 16.04% of respondents have expressed that strongly disagree

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for social networks sites are useful for adults.  Most of the social network users are adults, hence social network sites are considered to play an active role in adult's daily lives. The relationship between adults and their involvement in social network sites has attracted much research that focused on young adults social network activities in relation to their privacy concerns as pertaining in their social networking usage. Similarly, comparisons of different social networks in terms of their features and users demographics such as gender, frequency of use and their reasons for participating in social network environments remain as the most popular research areas.

Social network have millions of users whose numbers increase rapidly. In this present study usage purposes of social networks are aimed to explain the importance and role of these sites in adults' daily lives. Young adults' of male and female, who are mail common users, were found to be dominant users of social network in most of the usage factors than other age groups. The study revealed about the usage purpose of social networks with focus on the difference between females and males. The analysis was carried out and individual's social network usage purposes were categorized under useful for adults', very informative, giving information rather than any other media. Most of the male and female respondents have agreed the social networks have very useful and informative and giving more information rather any other media.

**Table 1.8 Social networks sites usage and changes in adults**

| | | Male | Female | Total | % |
|---|---|---|---|---|---|
| Social Networking sites are entertainment medium for adults- Do you agree? | Strongly agree | 63 | 59 | 122 | 28.37 |
| | Agree | 82 | 58 | 140 | 32.55 |
| | Strongly disagree | 52 | 41 | 93 | 21.62 |
| | Disagree | 25 | 18 | 43 | 10.00 |
| | I don't know | 14 | 18 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |
| Social Networking sites are changing culture of adults-Do you agree? | Strongly agree | 64 | 59 | 123 | 28.60 |
| | Agree | 74 | 67 | 141 | 32.79 |
| | Strongly Disagree | 45 | 32 | 77 | 17.90 |
| | Disagree | 34 | 23 | 57 | 13.25 |
| | I don't know | 19 | 13 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |
| Social Networking sites bring changes in adults-Do you agree? | Strongly agree | 68 | 60 | 128 | 29.76 |
| | Agree | 73 | 62 | 135 | 31.13 |
| | Strongly disagree | 51 | 27 | 78 | 18.13 |
| | Disagree | 32 | 25 | 57 | 13.25 |
| | I don't know | 12 | 20 | 32 | 7.44 |
| | Total | 236 | 194 | 430 | 100 |

The table 1.8 reveals those social networks are entertainment medium for adults who extensively use these sites. Majority of both male and female respondents have agreed that social network sites giving their entertainment medium. Of 430 respondents 28.37% respondent have strongly agreed and 32.55% respondents have agreed social network sites are entertainment medium for them. Only 31.62% have expressed social network sites are not a entertainment medium for them, but in total the study found that for both gender respondents social network sites are entertainment giving medium for adults.

As seen in Table 1.8 there are no much significant difference were found between males and females in their social network usage purpose. The above tables reveals that majority of the respondents have strongly agreed and agreed that social network sites brings the changes in culture among adults. Out of 430 respondents 123 (28.60%) and 141 (32.79%) respondents have strongly agreed social network sites are brings the changes in culture among adults. Only few respondents have expressed disagree. Adult's use social network sites for a variety of reasons among which ease of use, allowing rapid updating, analyzing and sharing continuously increasing information, reflecting on daily life, establishing and maintain spontaneous social contacts and relationships, supporting informal learning practices with interaction and communication and facilitating delivery of culture are the leading ones. The study found that the usage of social networks among males and females are adopted rapidly although they first had emerged with the purpose of sharing many things and learning cultures.

**Discussion**

This is an exploratory study, focusing on how the culture and gender factors affect Indian young adults in using social network sites. The study revealed out the usage purposes of social networks with a focus on the differences between females and males. The explanatory factor analysis was carried out and individuals social networks usage purposes were categorized under use, access of social network in everyday lives of adults in India. It was found that adults most generally use social network sites for maintaining existing relationships. As social network gives users an opportunity to communicate with friends via messages or chat and also, to track their friends status messages, walls and other profile changes, adults tend to benefit from these facilities form social networks sites. Social networks usage is categorized individual's usages under several categories, namely social connection, shared identities, photographs, content gratifications, social investigation, social network surfing and status updates, and found that the most important uses of social networks are related to social connections which includes finding out what old friends are doing now, reacquiring lost contacts, connecting with people you otherwise would have lost contact with. Support this study's findings on bases of the social connection factor which reflects maintain existing relationships, factor that was found to be the leading purpose of users in this study. In addition to this social networking surfing and social investigation factors which brings the many changes among young adults culture. Making new relationships factor is to learn new culture.

The study suggested that the interdependent self-construal is still dominating young adult's minds in terms of motivating them to do things. More important, the high economic development shapes young people's capitalist beliefs, values, and attitudes. People are expected to become more independent and individualistic. It was

anticipated that this independent self-construal may have some more predicting power among the Indian young people's minds. However, the result reconfirmed that the Indian young adults are still influenced by interdependent self-construal, which is the primary driving force for individuals to use the social network site. Correlation results also suggested that independent self-construal does significantly correlate with all three motivations, except for information seeking; this finding indicates that though the interdependent self-construal remains the dominating driving force, independent self-construal also has a significant relationship with motivations of using the social network sites.

The result o survey shows that gender did play an important role in Indian adults using social networking sites. The study found that females are more active in social media than males. Indian female adults are very active in using social network sites more often than males. As for the motivations of using social network sites male users and female users are significantly different in information seeking and connecting with others. However they are not significantly different in chatting with others and socializing. Both genders use social networking sites to satisfy their socializing and entertainment needs. At the same time females adults use social network sites to connect with others and useful information. Males appear to focus more on self-status when using social network sites than females. It may be because females tend to be more protective to their personal information about themselves. They are very serious to connect with other and chatting with others.

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