Facebook Usage and Cultural Impact on: A comparative study of college students in Pune and Mumbai

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***Abstract* - Internet usage has constantly been on rise in India. Mumbai, the financial capital of India and Pune, the education hub are the constant emerging places where youth and technology travels at lightning speed. Facebook has been adopted in many countries with over 80% of its user-base from metropolitan region. Aim: Yet, despite this global dominance, not much is understood of Facebook usage by individuals in non-western cultures. This research tries to examine the issues such as motivations for use, friendships, privacy and trust, and life changing events such as relationships, deaths. Methods: A cross-cultural study was conducted with 500 undergraduate students in Mumbai and Pune to examine Facebook use. The study used a mixed method of online surveys and interview method in both cities. Findings: It is suggested cultural influences on both online and offline practices. Appropriation and re-contextualization to fit existing offline cultural practices is much needed. While we find that participants from the Mumbai are changing their online behaviour towards increased self-censorship, more users from Pune, where family and community structures are important, continue to engage in online behaviour that is more open and transparent.**

***Index Terms* - Facebook, Youth, Culture, Cross-Cultural**

INTRODUCTION

The invention of latest gadgets made communication easier by allowing people to speak from anywhere. Social media may be a part of youth's lifestyle. It includes applications like Facebook, Twitter, Instagram, What's App where people can communicate, share and notoriously 'like' people's posts or pictures. These applications are often accessed through device and lots of youths have access right from their bedrooms.

The word "social" refers to interacting of individuals with each other by sharing and receiving information with them. The word "media" refers to an instrument of communication, a bit like the web (while TV, radio and newspapers are samples of more traditional sorts of media). Combining these two terms, we will pull a fundamental definition together as, Social media are web-based communication gadget that permits individuals to interact with one another by both sharing and consuming information. "Social media sites are internet-based devices that allow individual or organization to make, share, or exchange information, facts, career interests, plans, and pictures/video in virtual communities and networks".

Social Media are divided in social networking sites, blogs, instant messenger, micro networks, content communities, forum aggregators, social knowledge & wikis. Facebook may be a social networking site that creates it easy for you to attach and share with family and friends online. Originally designed for school students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a legitimate email address could join Facebook.

Facebook originally presented a way of forming and maintaining online social networks for communities of users who already shared real-world connections, interests and activities. But now, within the realm of social networking, it's unnecessary to possess met someone face to face to attach with them online. Social networks created new meaning for the term 'friend', with many connections existing solely online. Users also can prefer to follow users' public posts without being Facebook friends with them. Facebook has not only changed social media; it's changing how users access content on the web.

Culture consists of the beliefs, behaviours, objects, and other characteristics common to the members of a specific group or society. Through culture, people and groups define themselves, conform to society's shared values, and contribute to society. Thus, culture includes many societal aspects: language, customs, values, norms, mores, rules, tools, technologies,

products, organizations, and institutions (Chawla & Mohapatra, 2017).

Mumbai, previously referred to as Bombay, may be a bustling metropolis and is that the fourth most populous city within the world. With the very best GDP in India, Mumbai is every Indian's urban dream. The culture of this metro city may be a boisterous blend of cuisines, languages, food, fine arts, cinema and festivals. The city-dwellers, often labelled because the 'Mumbaikars', lead a really fast-paced life and spend a big time of their lives commuting from one place to a different . aside from being one among the most important metropolitan cities within the country, Mumbai promises a high-adrenaline, foot-tapping, diverse city life to all or any inhabitants. Food and therefore the festivals are the foremost important facets of Mumbai's culture. Every Mumbaikar is hooked in to the local street-fare and therefore the lavish celebrations like Ganesh Chaturthi, Diwali, Christmas and Eid. Since the metropolitan is observing modern trends, the caste, creed and colour of individuals take a backseat during this city, and therefore the fun-loving mentality breaks all boundaries. Also referred to as the 'film city of India', the Bollywood Industry may be a thriving multi-million-dollar industry whose origins dwell this city.

Maharashtra's second largest city, Pune is renowned for its education institutions, parks, and forts. referred to as the 'Oxford of the East', Pune, pronounced as poo-nay, want to be referred to as Poona. Major of the youth during this city hails from outside for study or job-related purpose.

REVIEW OF LITERATURE

Culture shapes beliefs, values and behaviours of a private. With fast evolving development in social media, it's interesting to ascertain how Facebook plays a task in affecting Indian young adults to culture.

Culture is defined as shared behaviours, ideas, and artifacts that make how of life passed from one generation to a different. Every individual has born and mentioned his own culture and their lives are influenced everyday by being surrounded therein same culture. There are many different cultures across the planet and every culture has its own unique identity and way of life. Culture is viewed by different scholars in several way. The shared behaviour learned by members of a society, the way of lifetime of a gaggle of individuals, the complex of shared concepts and patterns of learned behaviour that are handed down from one generation to subsequent through the means of language and imitation (Barnouw 1987)

Facebook research in non-Western contexts

One of the challenges with Facebook research is that it's almost exclusively focused on users in Western countries and, particularly, the US. for instance, after performing a meta-review of Facebook research conducted up until that point, Nadkarni and Hofmann (2012) determined that not much is understood about how collectivistic cultures use social media sites. Similarly, Wang, Norcie and Cranor (2011) conducted a study on privacy issues and social network use among US, Indian, and Chinese users, and that they noted that there is still a requirement to look at how privacy concerns differ in non-Western, collectivist, and developing countries like those in Africa (see Kumar, 2014 for recent add other developing countries). Nevertheless, a couple of scholars have begun to look at social media use on the African continent. for instance, Bosch (Bosch, 2009) has studied the appliance of Facebook as a tool for teaching and learning among college students in South Africa. She found potential applications for Facebook use amongst the groups she examined, but also noted that there are challenges with applying the technology within the South African context due to technological and language barriers. Wyche and her colleagues have examined Facebook use in rural Kenya and have identified factors that influence commercial uses where resource-constraints impose limitations on use (Wyche, Forte & Schoenebeck, 2013; Wyche, Schoenebeck & Forte, 2013).

Finally, in research examining the way social media use is redefining Nigerian culture, Asmah and colleagues (Asemah, Ekhaeafo and Olaniran, 2013) found that Nigeria's core cultural values were being redefined amongst the youth in the country by their use of social media. While they provide suggestions for stemming this alteration, the important finding from their study for our research is that they demonstrate that social media are having a crucial impact on the way the users view themselves in reference to their own cultural background which this is often largely driven by their own comparisons of their culture thereupon of their perception of Western cultural values.

HYPOTHESIS

H1: How does the youth use Facebook?
H2: Youth does not prefer speaking about religion on FB
H3: Facebook is not the preferred medium to hear about death

RESEARCH METHODOLOGY

While a variety of research methods could have been applied to understand Facebook use in each cultural setting, we determined that a mixed-method data collection methodology was the best way to conduct the research. This is because this is often an exploratory study that has as its goal an understanding of the factors that influence Facebook use in two distinct cultures and, as a result, quite one method offers opportunities to approach the complex dynamics represented in each setting with a methodological lens that's more likely to assist us understand the factors influencing behaviours and attitudes.

For primary study, a mixed-methods approach was used, which comprised an online survey and interview method. A total of 500 undergraduate college students from the Mumbai (250) and Pune (250) participated in our survey.

We used a 10-item online survey instrument that included questions about demographics, general social network sites usage, motivations for use, life-change events (religion, death, a measurement instrument for collectivism/individualism (Wagner, 1995), and a social desirability scale (Crowne & Marlow, 1960).

ANALYSIS

The results are organized such that under each topic the survey results are presented first, followed by the detailed findings for each city. We have at times also complemented our findings with a cultural context to enhance interpretation of the data for readers not familiar with the Pune culture

Nature and Frequency of Facebook Activity

The Pune participants were active for an average of 3 years, indicating that most users became active on Facebook when entering college (Table 2). However, the range of the first date of use of Facebook was as early as 2014. Pune users did indicate that they are active on a variety of social media sites (Table 3); however, Pune spent more active time on Facebook than did their Mumbai youth counterparts (Table 2). This difference is likely the result of several reasons: 1) a smaller percentage of Pune users are active on alternative sites such as Twitter and LinkedIn (Table 3); 2) Facebook served as an introduction to social media networking because Pune users had not been active on earlier popular social media sites like MySpace; and, 3) Pune's youthparticipants mostly accessed Facebook from their cell phones while Mumbai participants reported that they were more likely to access Facebook from their desktop computer, laptop, or iPad (e.g., 81% of Mumbai participants accessed Facebook from their desktops, laptops or ipads versus 36% of the Pune sample group). Both groups indicated that Facebook was their second highest source of news stories (Table 4)

Facebook Use	Mumbai	Pune
Mean length of time on Facebook	10 years	7 years
Mean active time per day on Facebook	1.35 hours	2.6 hours
Daily postings of Facebook status updates	5%	23%
Deactivated Facebook at least once	32%	35%

Table 2: Mean amount of time on Facebook, active time on Facebook, daily postings

Social Media Usage	Mumbai	Pune
Facebook	98%	89%
Google+	20%	39%
Twitter	87%	40%
LinkedIn	44%	14%
Other	15%	30%

Table 3: Which websites you use for social networking? (multiple answers possible)

News sources	Mumbai	Pune
FB	83%	64%
Phone (voice, text)	86%	85%
Email	42%	37%
Newspapers	29%	48%
Radio	18%	46%

Television	45%	43%
Word of Mouth	33%	39%

Table 4: Through which medium do you hear/read bout news from home, friends and family relations?

MOTIVATIONS TO USE FACEBOOK

We asked each participant to discuss how they used Facebook and what motivated them to join. The results from the analysis of open-ended questions offer insights regarding motivation for Facebook use.

The results from the analysis of the open-ended questions offer interesting insights regarding motivation. For example, Pune participants adopted Facebook primarily to connect to both old and new friends (Table 5). Facebook was perceived to be more fun (Table 5) as well as less expensive than local SMS/texting (Table 7), which generally charges users a fee for each text message. Other features of Facebook that users describe include advertising, information and news sharing, cultural learning, gaming, e-learning, and entertainment/socialization (Table 7). Cultural learning means sharing their cultural practices with different ethnic and geographic friends and learning things about other cultures and practices. An example of cultural learning is captured in what a Pune participant observed,

"I saw [a picture of] a person dressed up in like sort of a skeleton costume, then she told me what was happening, it was somewhere in October, I can't remember, but they are celebrating Halloween and she explained to me what was Halloween and how it came and something like that"

Another participant shared how she was able to use Facebook to learn about specific cultural practices in another Pune ethnic group when she observed,

those events that mostly happen in our city because each tribe has got its own category of things, so somebody can post on Facebook they do this, some of the things like in their culture, they prefer doing this and this and this unlike in the other cultures, so they have different activities from others

The activities mentioned most frequently by Mumbai participants overlapped somewhat with Pune activities, but there were also numerous unique uses highlighted by users from the Mumbaikar youth. For example, the most common activities listed by Mumbai participants included "creeping" (watching others' newsfeeds without actively participating or posting), posting photos, reviewing other users' photos, chatting, and keeping up with friends/family with whom that they had irregular contact or from whom they were separated geographically (Table 6). Mumbai participants joined Facebook because their friends were on it (Table 5) and the migration from MySpace to Facebook was often mentioned as the reason why they originally joined Facebook. FB participants also included connecting to old friends, albums, birthday wishing, and therefore the convenience of signing into other websites and services (Table 7).

No	Description	Frequency
Responses from Pune Survey Respondents		
1.	Connecting with family and friends	24
2.	Connecting to new friends globally (unknown friends)	23
3.	Peer pressure	22
4.	Fun and enjoyable	6
5.	Information sharing and new (including "gossip openly")	6
Responses from Mumbai Survey Respondents		
1.	Peer pressure	116
2.	Connecting with friends (staying i touch after high school)	27
3.	Curiosity	7
4.	Popularity	4
5.	To be "cool"	3

Table 5: What motivated you to join Facebook

No	Description	Frequency
Responses from Pune Survey Respondents		
1.	Chatting and private messaging	24
2.	Comments, likes, posting o friends' walls	20
3.	Checking friends' status updates	17
4.	Posting own photos	11
5.	Posting own status update	8
Responses from Mumbai Survey Respondents		
1.	Creep"	42
2.	Newsfeed reading	37
3.	Posting own photos	37
4.	Chatting and private messaging	33
5.	Viewing others' photos	30

Table 6: What activities do you do on Facebook?

No.	Responses from Survey Respondents	Frequency
Responses from Pune Survey Respondents		
1.	Connecting to known and unknow friends and family	36
2.	Information and news sharing	17
3.	Economic gain:	14
4.	Cost: lower cost to use Facebook for texting/messaging	9
5.	Intercultural exchange	6
Responses from Mumbai Survey Respondents		
1.	Connecting to known friends and family	31
2.	Convenience factors	24
3.	Information and news sharing	5
4.	E-Learning	4
5.	Economic gain	2

Table 7: What type of activities do you personally participate in on Facebook?

Interestingly, 31% of both Mumbai & Pune survey participants had deactivated Facebook at one time or another since they first signed up for the service. They cited reasons for discontinuing their usage like the distracting nature of Facebook (e.g., once they needed to review for exams), their distrust of Facebook "spying", Facebook fatigue, they were tired of Facebook "drama", and religious reasons (e.g., giving up Facebook for Lent).

RELIGION

The survey results show that 50% of Pune survey participants post religious opinions or information while only 25% of Mumbai participants are comfortable posting content related to religion. In general, the Mumbai youth participants indicated that they avoid posting religious thoughts because they recognize that their friends are of a variety of different faiths and they fear it may offend others or they may be viewed as judgmental.

DEATHS

The results of the survey indicate that both Pune and Mumbai participants thought that Facebook was useful in updating others about the death of a loved one, acquaintance, or celebrity. Specifically, Facebook was identified because the third most ordinarily used method to conduct discussions or post updates about death (Table 9). Pune participants indicated that a designated family member usually does all the notifications. Death notification on Facebook takes four forms: a) on the deceased's wall, b) on the bereaved family member's wall, c) on their own wall, and d) as a private message.

Deaths	Mumbai	Pune
Call	55%	29%
Visit in person	23%	21%
Facebook	23%	17%
Text/SMS	19%	7%
Card	7%	2%
Email	6%	5%

Table 9: How do you notify about deaths?

Surprisingly, the overwhelming majority of participants in both cultures indicated that Facebook was both effective and efficient in distributing information a few deaths. For example, 79% of Punekars and 92% of Mumbaikars survey participants indicated that Facebook had evolved over the time they had used it and that they had recognized and seen a change in how death notifications are exchanged. Specifically, they thought that Facebook use for death notifications was good because it gave people the power to succeed in family and friends more quickly, that they might be better informed about the deceased and therefore the family, that they might more easily offer condolences, which it allowed them to raised express their emotions and grief. Nevertheless, both groups saw both an upside and a downside to the immediacy of death notifications.

CONCLUSION

The major reason for the shift in culture while using Facebook were as follows:

Deviations between off-line and on-line cultural practices

Facebook use in Pune seems to both be reflecting as well as influencing deeply rooted cultural practices. For example, although Punekars generally respect and maintain high power distance with, for instance, elders (e.g., parents, older relatives, village elders, etc.) who they interact with within the world, many of those social norms break down on Facebook. On the one

hand, elders wish to take care of these distances, but at an equivalent time they need to speak with, for example, their sons or daughters who are separated while at the university As a result, elders are often willing to be labelled as “friends” and subject themselves to the rules of “who requested whom” because they are driven by the basic utilitarian purpose of communication. An important point here is that the structure of Facebook, which was developed in and for a culture where high power distance isn't necessarily respected or maintained, is changing the relations and structures during a non-Western country.

Cultural practices were influenced on Facebook and extended to the offline world

Pune participants have extended to Facebook communication behaviours that they also engage in on other media like radio, television, newspapers, and public meetings. variety of offline social rules are incorporated into Facebook usage. for instance, Pune youth indicated that the majority posts on Facebook are in English because they need to accommodate those that don't speak their language and this was considered to be the polite thing to try to. an identical pattern with speaking English within the public sphere is observed in everyday face-to- face conversations. this is often reflective not only of cultural attitudes but also due to the necessity to effectively communicate within a multi- cultural society.

We took a broad check out the cultural and attitudinal factors by aggregating Pune and Mumbai participants into homogeneous groups. We expect that as we take a better check out specific cultural practices and norms held by different ethnic populations, we'll see additional interesting differences in appropriation and use and that we also expect that the interpretation of online attitudes and behaviours to offline settings won't be uniform.

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