



Impact of Social Media Among Youngsters

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Abstract: Social media is a web-based technology to facilitate social interaction between a large group of people through some type of network. In common widely used network is the Internet. The study is based on primary data. A sample of 155 respondents was selected by convenient sampling methods. But social media platforms are also for local networks as well. Social media is growing rapidly and becoming an inevitable part of everyday life, because of the latest technological revolution. This stunning growth is due to the increasing usage of smart phones like BlackBerrys, Q-Mobile, Androids and iPhones. These Smart phones make it easy to access any social media platform from anywhere virtually.

Key words: WhatsApp, Face book, Twitter, Instagram, YouTube, Telegram.

INTRODUCTION:

Social media is an undoubted medium through which many people share and educate. Themselves during the initial stages. But in the present days period of time spent and the impact That social media creates is huge than that of any other medium like that of television, radio, Newspaper etc. A technology always gives a huge comfort and flexibility at first and after a Certain period of time the same blessing becomes a curse, when people especially students over Indulge a lot in such activities. Off late if we see the student's academic performance and their Socialization in the society is hampered due to their addiction towards social media. Till school Days these people have been streamlined to forcibly concentrate on their studies and somehow It works and helps them to come out with good marks, but once they enter into the college their Clutches are freed and they have ultimate freedom so that they fail to use it in a responsible Manner. Apart from books and other academic related articles, the mobiles phones have become an inevitable part in every Students life. In this techsavvy society even academicians they update and communicate academic related stuffs to students via mobile phones. So, it transforms the Way students learn nowadays

REVIEW OF LITERATURE:

Wang, Q., Chen, W. and Liang, Y. (2011) in their study 'The Effects of social media on College Students' found that most of the college students used social media and spent many Hours checking social media sites, there was a negative aspect to college students' use of social media.

Khan, S. (2012) in his study 'Impact of Social Networking Websites on Students' found that Students whose age range from 15 to 25 mostly used social networking websites for Entertainment. 60% of male students commonly used social networking websites for Knowledge. Graduation students generally preferred social networking websites for Entertainment. From this research study it was also found that people can use social networking Websites due to social influence. This study determined that most of students used social Networking websites due to their friends and Students having 3.0 to 3.5 GPA (Grade Point Average) mostly used social networking websites for entertainment.

Lavvy, V. and Sand, E. (2014) in their study on 'The Effect of Social Networks on Student's Academic and Non Cognitive Behavioural Outcomes: Evidence from Conditional Random Assignment of Friends in School' found that the presence of reciprocal friends and followers In class had a positive and significant effect on test scores in English, math, and Hebrew. However, the number of friends in the social network beyond the first circle of reciprocal Friends had no effect at all on students. In addition, the presence of non-reciprocal friends in Class had a negative effect on a student's learning outcomes. We find that these effects have interesting patterns of heterogeneity by gender, ability and age of students.

Joshi, D.R. (2016) studied on 'Status of Use of ICT by Secondary School Students of Nepal'. The findings of the study revealed that private school students were using ICT at home More than public school students. There exists no difference in the use of ICT by girls and boys Students. Most of them are using technology for entertainments or communication not for their Subjective learning.

Bordia Et al, (2017) Social Networking Sites such as Facebook is one of the latest examples of communication Technologies that have been widely studied. They have the potential to become an essential Resource to support their educational communications and collaborations with faculty.

STATEMENT OF THE PROBLEM:

- The proliferation of mobile phones and advancement of media technology has had a great Influence on the way people now communicate on a daily basis
- The use of the social media among the youths of today is growing exponentially and gaining More and more popularity among students.
- Many students get addicted to the use of social media sites very often.
- Due to this increased popularity, there are growing concern over the possible influence the Use of social media could have on student academic performance.

SCOPE OF THE STUDY:

- The study creates an awareness about the biggest issues created by social media now a days.
- It helps to resolve the problems created by social media among the student community.
- The study control and create an awareness about the craze on social media among students.
- The focus of this research work is to primarily study the influence of the social media Network.

OBJECTIVE OF THE STUDY:

- To find out the level of awareness on social media among youngsters.
- To understand the effectiveness of social media.
- To examine the level of student's addictiveness towards social media.
- To have an insight about the student's usage of social media.
- To know the impact of social media among college students.

RESEARCH METHODOLOGY:

Research design:

The study has been followed to conduct the research by using the Descriptive research design.

Sampling method:

Convenience sampling method was used to conduct survey among the College students. Based on the convenience, the respondents are selected for the sample.

Population:

It covers the youngsters in selected area.

Area of the study:

Area of the study covers Coimbatore city.

Sampling Size:

The total number of respondents taken for the study is 155.

Data collection:

Data for this study were obtained from primary sources using a structural questionnaire. Therefore, the data for this study were entirely obtained from consumers of eco-friendly products.

Primary data

Data that has been collected from first hand experience is known as primary data. Primary data has not been changed or altered by human being; therefore, its validity is greater than secondary data. Primary data is respondents concerned and collected by using structured questionnaire.

Secondary data

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc.

Tools of analysis:

The following satisfaction tools are used in this study for the purpose of analysis.

- Simple percentage
- Chi square test,
- Rank analysis
- Weighted average method

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents' response to a particular question in percentage arrived from the total population selected for the study. The simple percentage can be calculated by using the formula,

$$\text{Percentage Analysis} = \text{Number of respondents} / \text{Total number of respondents} * 100$$

TABLE 1.1
TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
1	MALE	64	41.8%
2	FEMALE	89	58.2%
	TOTAL	155	100

SOURCE: Primary data

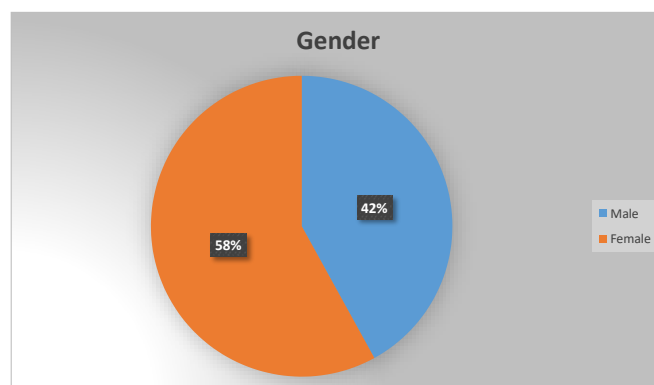
INTERPRETATION

The above table shows that 41.8% of the respondents were male and 58.2% of the respondents were female.

INFERENCE

Here majority 58.2% of the respondents were female.

CHART NO 1.1



RANK ANALYSIS

Under this method the respondents are asked to rank the choices. This method is earlier a foster. In this study respondents are asked to rank the various features which influence the oct of social media among social media and respondents are used to rank 1 to 5.

The score of each expectation of 155 respondents were totalled and the total score has been arrived. Final ranking has been done based of the score ad their ranks are given in the table below.

TABLE NO 2.1
RANK THE FOLLOWING WITH RESPECT TO SOCIAL MEDIA USAGE

FACTORS	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	TOTAL	RANK
EDUCATIONAL	103 515	30 120	17 51	3 6	2 2	155 694	I
SELF EMPLOYMENT	33 165	91 364	22 66	6 12	3 3	155 610	II
JOB OPPORTUNITIES	29 145	39 156	65 195	14 28	9 9	155 533	III
ENTERTAINMENT	27 135	53 212	38 114	28 56	9 9	155 526	V
GATHERING INFORMATION	26 130	58 232	36 108	23 46	12 12	155 528	IV

INTERPRETATION:

The respondents have ranked education as first (rank 1) among the following respect to social media, self-employment(rank2), then job opportunities (rank 3), just followed by gathering information (rank 4), and entertainment (rank 5).

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Here majority 58.2% of the respondents were female.
- Here mostly 57.4% of the respondent's age is 18 to 25 years.
- Here mostly 57.1% of the respondents were students.
- Here mostly 75.5% of the respondents were college level.
- Here majority 40% of the respondents says once a day.
- Here majority 41% of the respondents were 30-60min.
- Here majority 43.2% of the respondents were during social occasion.
- Here majority 32% of the respondents were twitter.
- Here majority 46.8% of the respondents were periodically.
- Here majority 38.1% of the respondents were seldom.
- Here majority 49.7% of the respondents where I feel like a might be missing out but it's not a big deal.
- Here mostly 43.9% of the respondents says I use it regularly but not all day.
- Here majority 48.1% of the respondents were 2-3 accounts have a social media site.
- Here mostly 40.5% of the respondents says post in social media weekly.
- Here mostly 53.5% of the respondents says delayed sleep.

- Here mostly 52.9% of the respondents says mobile.
- Here mostly 42.9% of the respondents says fashion & clothing.
- Here mostly 59.7% of the respondents says remain updated about what is trending.
- Here majority 38.3% of the respondents were agree.
- Here majority 58.7% of the respondents were very satisfied.
- Here majority 52.3 % of the respondents were effective.
- Here majority 41.6 % of the respondents were stress.
- Here majority 47.4 % of the respondents were information.
- Here majority 39.4 % of the respondents were 3yrs.

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