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A Study on Impact of Social Media among Youth in Tirupattur Town

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ABSTRACT

Social media are interactive computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. By design, social media is internet based and gives users quick electronic communication of content. Content includes personal information, documents, videos and photos. Users engage with social media via computer, tablet or smart phone via web based software or web application, often utilizing it for messaging. Social media originated as a way to interact with friends and family but was later adopted by business which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with any one on earth or with many people simultaneously. Globally there are roughly 1.96 billion social media users will, most likely raise to 2.5 billion by the end of 2018. Some sources estimate the number of users to be even higher. Social media is an ever changing and ever evolving web based platform. The study aims at to find out the impact of social media among youth, analyze the dependency of youth on social media and it's exhausting in life routine, to find out the impacts of social media on the health and education of the youth. The researcher used descriptive design and sampling method was convenience method of non probability sampling. The frequency table, pie diagram and chi square test was used for analysis. The suggestions were made to youth and parents to reduce the impact of social media.

KEY WORDS: youth, media

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INTRODUCTION

Social media is interactive and web 2.0 based, features user generated profiles. Social media may take the form of a variety of tech enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual world, reviews and much more. Even government and politicians utilize social media to engage with constituents and votes. For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests and share their thoughts, feelings, insights and emotions. Those who engage in these activities are part of virtual social networks.

For business, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends and offering customer service and support. Social media's role in helping business is significant.

TYPES OF SOCIAL MEDIA

- 1) Social networks: To connect with people and brands online. Example: Facebook, Twitter, LinkedIn.
- 2) Media sharing networks: To find and share photos, videos, live video and other media online. Example: Instagram, snapchat, Youtube.
- 3) Discussion forums: To find, discuss and share news, information and opinion. Example: reddit, quora, digg.
- 4) Book marking and content curation networks: To discover, save, share and discuss new and trending content and media. Example: Pinterest, Flipboard.
- 5) Consumer review networks: To find review and share information about brands, products and services as well as restaurants, travel destination and more. Example: Yelp, zomato, Trip advisor.
- 6) Blogging and publishing networks: To publish, discover and comment on content online. Example: wordpress, tumblr, medium.
- 7) Social shopping networks: To spot trends, follow brands, share great finds and make purchases. Examples: amazone, flipkart, rowme.
- 8) Interest based networks: To connect with others around a shared interest or hobby. Example: Goodreads, houzz, lastfm.
- 9) Sharing economy networks: To advertise, find, share, buy, sell and trade products and services between peers. Example: Airbnb, Taskrabbit.

STATEMENT OF THE PROBLEM

This study will try to find out the impact of social media on the youth. Technology has many positive and negative aspects. If the social media is used wrong, it can become dangerous. Most of the young people are using social media for different purpose. They always connect with it. Young generation will depend on their social media. The social media is a part of the youth life, it impacts on their education, health, behavior .Social media is a useful tool for them, but the over usage of social media is getting influenced negatively to their life will create a unhealthy lifestyle among them. Social media is a valuable tool but is somewhat misused by today's youth. They use social media to get information and knowledge; there are so many websites and applications available for education purpose, but always using social media while studying disturbs their education and it shown on their marks. Young people spend more time on the social networking sites, it wasting their valuable time. Attachment and conversation with family and parents is reduced by the use of social media. It makes me to study about the impacts of social media among youth.

IMPORTANCE OF THE STUDY

Young generation is the most common users of the social media. They use the social media for different purposes including chat, connect, share and academic research. Now it is easy to access the internet through the mobile phones. The social media is a large network that connects the people whole over the world. We can chat, share videos and photos to anyone at anytime by using the social media. It equally has advantages and disadvantages. The over usage of social media is affect badly to the education, health, relationship, and future of the youth. The findings of this study may helpful for the parents to aware about the social media and hoe it is impact their child's daily life, education, health and emotional and behavioral changes. If a young person is using the social media for good purpose it gives good result and also if the person is misuse social media it gives bad result. Lot of the crimes and abuses are going through the social media and the young people are the victim of moat of the cases. Young people use the social media for a long time and they are addicted to it, this will create health issues and problems in education. Here the researcher is trying to find out the impact of social media among youth

SCOPE OF THE STUDY

The study seeks to find out the impacts of social media among youth people's education, health, behavior and emotional changes. The study will help to find out the positive and negative effects of social media to the life of the young people. The study is useful for the future references and also helpful for the reference for the major research projects about the impact of social media among

youth in Tirupattur. This study is useful to aware the parents about the advantages and disadvantages of using the social media. This study is hopefully help to identify the purpose that exactly need for the young people.

REVIEW OF LITERATURE

The influence of the social media on the Nigeria Youths and reported that female youths' pregnancies occurred due to exposure to social media pornography. The study revealed that Nigerian youth spent more time on social media network than other sites. The scholars suggested that social media contents which portray crime, sex and other unhealthy tendencies should be monitored in order to protect the interest of youth in modern times.

The social media association of high school students and stated that the students were actively involved in the social media consumption activities since they were effective tools of quick and easy communication and for relationship building and maintenance. The scholars suggested that social media should be used mainly for connectivity development and academic development by the students.

The academic impact of social networking sites and reported that students gained several benefits on account of social media exposure. The study revealed that students managed their time efficiently and fulfilled their study requirements effectively. The scholars suggested that students should be properly motivated and guided on the social media habits and usage in view of the ill effects of social media on the students and young generation of users.

The participation of students in social media and noted that social network sites like Myspace and Facebook had become popular online communities with large teenage user populations. The study revealed that social media facilitated better understanding of the social and cultural factors related to participation of youth in the mainstream. The scholar suggested that social media effects on youth should be evaluated properly by the stakeholders of youth welfare in order to ensure active mobilization of youth in nation building activities .The effect of social media on adolescents' social and academic development and observed that youth spent a considerable portion of their daily life interacting through social media. The study revealed that social media had affected the social capital, privacy, youth safety, psychological well-being, and educational achievement. The scholar dealt with high-profile concerns and controversies that surround youth participation in these online communities, and offer ripe areas for future research.

The impact of social network sites on teenagers in Australia and stated that the teenagers used Face book, MySpace, or both SNSs which showed distinct differences. The study revealed that teenagers were affected by the social media both positively and negatively. The study offered two

main contributions by providing an analysis of teenage SNS users and the relationship between their off-line characteristics and online social networks. The scholar suggested that the relationship between teenager's off-line characteristics and online social networks should be scientifically evaluated to minimize the harmful effects. The impact of social media on academic performance of university students and noted that social media had gained wider acceptability and usability among the students. The study revealed that social media was the most important communication tools among students especially at the higher level of educational pursuit. The scholars noted that social media had the potentials of influencing decision-making in a very short time regardless of the distance. The scholars suggested that interaction with peers, parents and teachers would improve the students' academic performance.

The impact of social media on personality development of adolescents and reported that use of social media was extreme in adolescents as they used not only for socializing, but also for communication, entertainment, and other purposes. The scholars identified the four personality factors and offered certain interventions to minimize the negative impact of social media on adolescents. The social and psychological impact of online social networking and observed that online social networking had become an integral part of daily life offering new and varied ways of communicating with others. The study revealed that the social media supplemented traditional social behavior rather than increase or decreases it. The study offered certain recommendations for systematic and responsible use of social media in order to overcome the ill effects on society. The impact of social media on Palestine Youth and observed that the presence of leaders and officials on social media forums had some positive aspects. The study revealed that people had gained more opportunities and capacity to express their opinion directly, without having to rely on other media outlets to convey their views. The scholar suggested that social media habits of youth should be reformed on the basis of suitable checks and balances. The role of twitter as a social media platform in modern times and opined that communication context was extremely important in determining the underlying significance and meaning of language, especially in contentious areas. The study revealed that the relationship of a speaker to the group concerned is vital, but not always clear in the short text form tweets. The scholars suggested that purely automated techniques should be adopted by the source of social media communication.

OBJECTIVES

General objective

A study on Impact of social media among youth in Tirupattur town

Specific objectives

- To analyze the dependency of youth on social media and it's exhausting in life routine.
- To find out the impacts of social media on the health and education of the youth.
- To find out the impacts of social media has on behavior changes among youth.
- To find out the impacts of social media on the family and relationship of the youth.
- To determine the business and job opportunities of the youth through the social media.

RESEARCH METHODOLOGY

Introduction

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Field of study

Tirupattur is a town in vellore district. One of the oldest towns in Tamilnadu. It is approximately 88km to vellore and 235 km to Chennai.

Pilot study

Pilot study is a small scale preliminary study conducted in order to evaluate feasibility, time, cost, adverse events and improve upon the study design prior to performance of a full scale research project. A pilot study is often used to test the design of the full scale experiment which then can be adjusted Small scale preliminary study were conducted in tirupattur town before the full scale research project to evaluate and understand the cost, time and feasibility of the study.

Research design

Descriptive research design was used for this study. In a descriptive research design, a researcher is solely interested in describing the situation or case under his/her research study. It is a theory based research design which is created by gather, analyses and presents collected data. By implementing an in-depth research design such as this, a researcher can provide insights to the why and how of research.

Sample size

The sample size of the study was 60 respondents.

Selection of sample

A Sample is a part of population which is studied in order to make inferences about the whole population. The researcher used **convenience method of non probability sampling**. The sample being drawn from the part of the universe .the sample selected with the convenient, accessibility and proximity of the researcher.

Tools of data collection

The tool of data collection was questionnaire method. The questions were prepared by the basis of the objectives of the study.

Source of data

In this study the researcher used both primary and secondary sources method for the data collection. **Primary source** of data collection for this study is the data collected from the respondents through the questionnaire. The researcher collected the **secondary sources** from the journals, magazines, and internet.

Pre testing

The pre test was conducted before undertaking actual data collection to check the validity of the questionnaire. Required modifications were made on the basis of the pre test.

Actual data collection

The researcher visited youth at colleges, schools for the collection of data.

Definition in terms

Media: Media is a tool for communication; we can communicate with others through the media in variety of forms like text, audio and video. The media store and deliver the information to others and we get informed through the media.

Analysis

The data collected has to be presented to convey their meanings. The data collected as given in the methodology has been processed, tabulated and they are interpreted under each objective. Then to study about the association between the variables, two way tables are also constructed. The collected data has been analyzed with the help of both relevant descriptive and inferential statistical tools such as percentage analysis, chi-square test are used to represent the data have also been used to test the association between variables with the help of SPSS.

Limitations of the study

The major limitation of the study is the short duration of time to conduct the study. It was made stress to the researcher to collect the data of 60 respondents

ANALYSIS AND INTERPRETATION

Table No: 1: Distribution of respondents based on their age

S.no	Age	Frequency	Percentage
1	15-16	4	6.7
2	17-18	11	18.3
3	19-20	20	33.3
4	21-22	13	21.7
5	23-24	12	20
Total		60	100

Interpretation

The above table shows the distribution of respondents based on their age. The result shows that 33.3% of the respondents belongs to the age group of 19-20 years, 21.7% of the respondents belongs to the age group of 21-22 years, 20% of the respondents belongs to the age group of 23-24 years, 18.3% of the respondents belongs to the age group of 17-18 years and 6.7% of the respondents belongs to the age group of 15-16 years

Table No: 2 Time they spend for social media in a day

S.no	Time spent	Frequency	Percent
1	1-2 hours	19	31.7
2	2-3 hours	11	18.3
3	3-4 hours	14	23.3
4	More than 4 hours	16	26.7
Total		60	100

Interpretation

The above table shows the distribution of respondents based on how much time they spend for social media in a day. The result shows that 31.7% of the respondents spend 1-2 hours, 26.7% of the respondents spend More than 4 hours, 23.3% of the respondents spend 3-4 hours and 18.3% of the respondents spend 2-3 hours for social media in a day.

Table No: 3 Opinion about social media is necessary for youth

S.no	Necessary for youth	Frequency	Percent
1	Strongly agree	11	18.3
2	Agree	38	63.3
3	Neutral	7	11.7
4	Disagree	3	5
5	Strongly disagree	1	1.7
Total		60	100

Interpretation

The above table shows the distribution of respondents based on their opinion that the social media is necessary for youth. The result shows that 63.3% of the respondents agree, 18.3% of the respondents strongly agree, 11.7% of the respondents neutral, 5% of the respondents disagree

Table No: 4 Checking their social networking sites continuously

S.no	Check continuously	Frequency	Percent
1	Yes	43	71.7
2	No	17	28.3
Total		60	100

Interpretation

The above table shows the distribution of respondents based on checking their social networking sites continuously. The result shows that 71.7% of the respondents check their social networking sites continuously and 28.3% of the respondents do not check their social networking sites continuously.

Table no: 5 Purpose of using social networking sites

S.no	Purpose of using	Frequency	Percent
1	Academic research	17	28.3
2	Chat	17	28.3
3	Connect	18	30
4	Blog	2	3.3
5	Others	6	10
Total		60	100

Interpretation

The above table shows the distribution of respondents based on the purpose of using social networking sites. The result shows that 30% of the respondents used for connect, 28.3% of the respondents used for academic research, 28.3% of the respondents used for chat, 10% of the respondents used for others and 3.3% of the respondents used for blog.

Table no-6 social medial is wasting their time

S.no	Wasting time	Frequency	Percent
1	Strongly agree	3	5
2	Agree	16	26.7
3	Neutral	37	61.7
4	Disagree	4	6.7
Total		60	100

Interpretation

The above table shows the distribution of respondents based on is that they think the social media is wasting their time. The result shows that 61.7% of the respondents neutral, 26.7% of the respondents agree, 6.7% of the respondents disagree and 5% of the respondents strongly agree.

Table no-7 Social networking sites helps to increase their knowledge

S.no	Increase knowledge	Frequency	Percent
1	Strongly agree	13	21.7
2	Agree	40	66.7
3	Neutral	6	10
4	Strongly disagree	1	1.7
Total		60	100

Interpretation

The above table shows the distribution of respondents based on is that they think social networking sites helps to increase their knowledge. The result shows that 66.7% of the respondents agree, 21.7% of the respondents strongly agree.

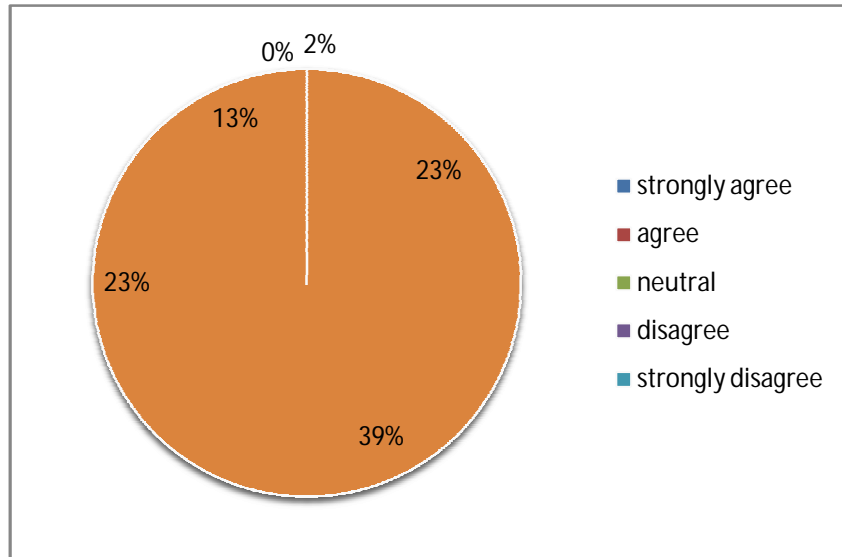


Figure No-1 Feeling loneliness without social media

Interpretation

The above chart shows the distribution of respondents based on is that they feel loneliness without social media. The result shows that 39% of the respondents neutral, 23% of the respondents agree, 23% of the respondents disagree, 13% of the respondents strongly disagree and 2% of the respondents strongly agree.

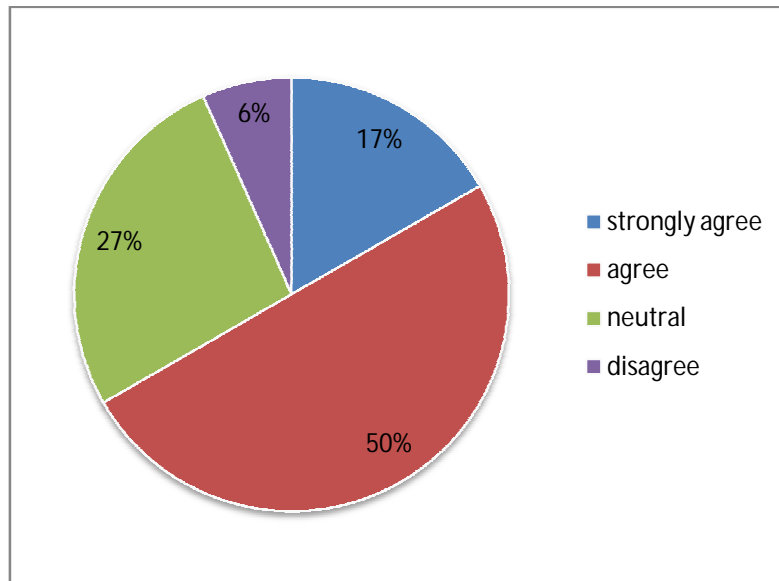


Figure no-2 Social media enhance and advance good relationships

Interpretation

The above chart shows that the distribution of respondents based on is that they think the social media enhance and advance good relationships. The result shows that 50% of the respondents agree, 27% of the respondents neutral, 17% of the respondents strongly agree and 6% of the respondents disagree.

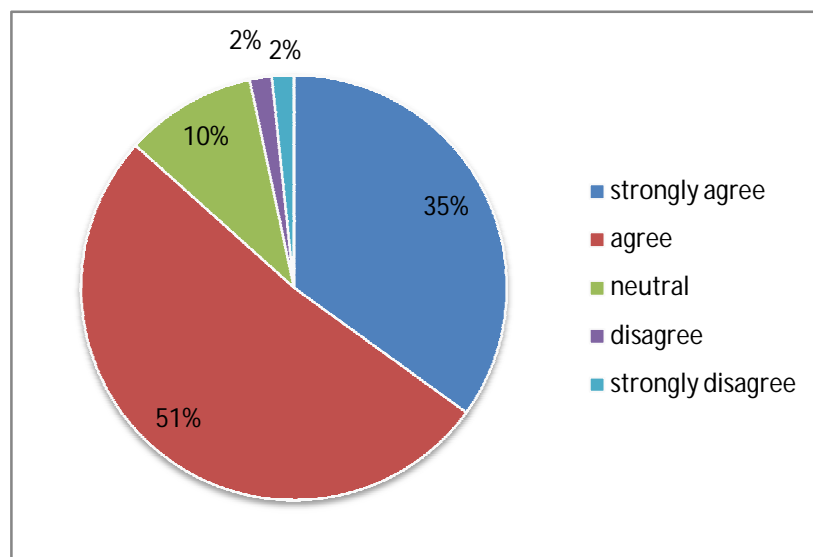


Figure no-3 Social media is helpful to get jobs in companies and foreign countries

Interpretation

The above chart shows the distribution of respondents based on is that they think social media is helpful to get jobs in companies and foreign countries. The result shows that 51% of the

respondents agree, 35% of the respondents strongly agree, 10% of the respondents neutral, 2% of the respondents disagree and 2% of the respondents strongly disagree

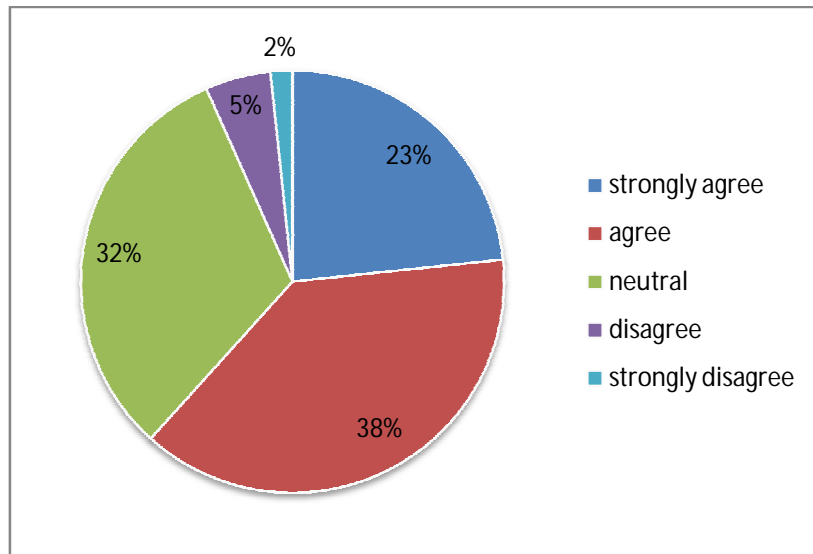


Figure no-4 Social media is a good platform to start a business

Interpretation

The above chart shows the distribution of respondents based on is that they think social media is a good platform to start a business. The result shows that 38% of the respondents agree, 32% of the respondents neutral, 23% of the respondents strongly agree, 5% of the respondents disagree and 2% of the respondents strongly disagree.

Chi- square test

Association between gender and using social media at late nights

S.no	Using social media at late nights	Gender of the respondent		Total
		Male	Female	
1	Yes	20	7	27
2	No	10	23	33
Total		30	30	60

Chi-square tests			
	Value	Df	Asymp. Sig (2-sided)
Person chi-Square	11.380(b)	1	.001

The person Chi-square tests were applied to find out the association between the variables. The calculate value is 11.380 and significant value is 0.001, the p- value is less than 0.05. therefore

H0 is accepted. Hence it is proved that there is significant association between gender and using social media at late nights.

MAIN FINDINGS AND SUGGESTION

Findings

In this chapter an attempt has been made by the researcher to list to down the findings of the study on impact of social media among youth.

- 6.7% of the respondents are belongs to the age group of 15-16, 18.3% of the respondents are belongs to the age group of 17-18, 33.3% of the respondents are belongs to the age group of 19-20, 21.7% of the respondents are belongs to the age group of 21-22 and 20% of the respondents are belongs to the age group of 23-24.
- Majority of the respondents 68.3% are studying under graduation, 20% of the respondents are studying higher secondary education, 10% of the respondents are studying post graduation and 1.7% are studying others.
- It is clear that 78.3% of the respondents are studying and only 3.3% of the respondents are working.
- 100% of the respondents are using social media.
- Here 45% of the respondents are choose whatsapp as their favorite social media platform, 30% choose instagram, 15% of the respondents choose youtube, 8.3% of the respondents choose facebook and 1.7% choose others.
- 91.7% of the respondents are using social media through mobile phones, 6.7% of the respondents use social media through computer and 1.7% used social media through other gadgets.
- 31.7% of the respondents spend 1-2 hours for social media in a day, 26.7% of the respondents spend more than 4 hours for social media in a day, 23.3% of the respondents spend 3-4 hours for social media in a day and 18.3% of the respondents spend 2-3 hours for social media in a day.
- Majority of the respondents 63.3% agree that the social media is necessary for youth, 18.3% of the respondents strongly agree that the social media is necessary for the youth, 11.7% of the respondents are neutral, 5% of the respondents disagree and 1.7% of the respondents strongly disagree.
- 51.7% of the respondents agree that social media decrease the face to face communication among people, 18.3% of the respondents neutral, 13.3% of the respondents strongly agree, 10% of the respondents disagree and 6.7% of the respondents strongly disagree.

- 50% of the respondents agree that the social media enhance and advance good relationships, 26.7% of the respondents neutral, 16.7% of the respondents strongly agree and 6.7% of the respondents disagree.
- 51.7% of the respondents spend time with their family more than social media and 48.3% of the respondents do not spend time with their family more than social media.
- 76.7% of the respondents search on social media for job vacancies and 23.3% of the respondents do not search social media for job vacancies.
- 90% of the respondents did not earn money through social media as a youtuber, blogger or influencer and 10% of the respondents earn money through social media.

Suggestions

- The youth need to be trained on better usage of the social media so as to minimize the wastage on chatting and other irrelevant engagement that are not of major importance on their lives.
- The youth must need to avoid the social media communication and relationship and need to concentrate the face to face communication and real life relationships.
- The youth people need to believe their real relations and friends more than their social media relationships and fake friends of social media.
- They need to decrease the time of using the social media to avoid wastage of time.
- The parents should care of their usage of social media while studying, then only they can study well and get good marks.
- Youth facing health problems and eye problems by using mobile phones continuously, they should decrease the usage of mobile phones.

SUMMARY AND CONCLUSION

The social media is a good medium for communication, entertainment, blog and more. The youth people are the common users of the social media globally. The researcher try to find the impacts of social media among youth, the young people using their social networking sites for chat, connect, academic research and blog. Most of the people are using social network through mobile phones, they spend more time to use the social networking sites and they check their media continuously. Social media have good and bad, it is only used for chatting and other non important things make their time waste. Some of the young people using the social media while studying, it makes them to divert their concentration of study and their marks is decrease because of it. The young people agree that the social media is useful for their education and they get contents and knowledge useful for

education. They also agree that is a useful one for gaining knowledge about health .some of the youngsters follows the diet and instructions of social media to get health.

Social media also have some bad effects on the youth, the continues usage of social media makes health problems and eye problems. Believing the social media relations and friends is not a good thing, they make be fake, it cause cyber crime. So real friends, family and relations are the best, the youth need to understand the facts and they must be put a distance to the social media relations. Social media breaking down the communication with family, this attitude need to be changed, the young people need to communicate with family more than social media friends. It is a good platform to get jobs, start business and search for jobs. Some people earn money through social media as you tuber, blogger or influencer and some are selling their products and services through the social media.

The researcher is finding the relation between the age of the young people and the searching of jobs through social media, and the relation between the gender and the using of social media at late nights. The young people need to change their over usage of social media and concentrate on important things of their life.

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