

## A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH WITH REFERENCE TO TIRUNELVELI DISTRICT

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### Abstract

Social media contribute an online statement that attaches cluster of community, who network and share the information. There are well known social media like Facebook, Wikipedia, twitter, Google+, Interest, LinkedIn, and Integra. They are all social networking websites where users can share their information to the public. Business people also can promote their products through social media and get crowd funding. Social media analytics collects and analyze the data from blogs and social media website that helps business people to frame a wise decision. Social media also influence students positively to understand human behaviors and negatively become selfish and fanatic. Thus social media is used both for construction and destruction purpose for people from different walks of life.

**Keywords:** Social media, human behavior, construction and destruction purpose

### Introduction:

The study concentrates on the impact of social media towards youth. Technology is considered as the king and human must be knowledgeable to control the king. It is essential to educate youth regarding the usage of social media to upgrade in their career and personal development. Technology has succeeded by going inside our body, and human blood and emotions.

### Purpose of using social media:

Majority of the youth are shifting from Television media to social media as it has influenced them. Social media influences youngster's life styles and it is helping them to create a network throughout the world. Social media makes it effortless to make relationship with anyone

by expressing their likes and dislikes, which can be easily done. They are able to connect with every one through texting, sharing pictures and videos to their friends and the information can be passed on immediately at cheaper cost. Social networking offers a platform to discuss some burning current issues. Social media is a channel through which they are able to share their thoughts and feelings with their peers. As the youth get older they are in dilemma as what can be done, they get guidelines for the problems in their life. Help students to share information regarding the assignments to be submitted. Ticket booking for a movie show, a hotel and flight and train tickets for local as well as for an overseas travel trip can be done immediately. Social media has facilitated political change as the youth are more aware of politics.

### Objectives:

- To understand the purpose of using social media
- To study the influence of social media towards youngsters
- To offer suggestions to youth to use social media in the right way

### Review of literature:

**Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra (May 2017).** They presented paper in “International Journal of Current Research”. The study was conducted in and around Dharwad district of Karnataka. Random sampling method was used for the study. The total sample size was 50 including both boys and girls.

**Shabnoor Siddiqui and Tajinder Singh from Raipur, (2016).** They presented paper in the study on “Social Media it’s Impact with Positive and Negative Aspects” the paper was presented in International Journal of Computer Applications Technology and Research. For their study they analyzed the impact of social media on various fields like education, business, society, youngsters etc.

**Annapoorna Shetty, Reshma Rosario, Sawad Hyder (2015).** Had studied the impact of social media on youth. Their objectives were to understand the awareness level of usage of different social networking sites, to search level of trust over information received from social media, to understand various problem of it and to check behaviour of youth towards social media.

**Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe (2014)** had studied an impact of social networking sites on youngsters. Their objectives were to

understand the awareness level of usage of different social networking sites, To study the type of social issues discussed over social networking sites, To find out the relevance of information received from social networking sites, To know the impact of social networking sites on youngsters.

### Methodology:

#### Primary data:

Primary data was collected from the respondents through systematically prepared questionnaire through structured interview methods.

#### Secondary data:

The main source of information for secondary data was collected from old records and the websites books, journals, newspaper etc.

**Table-1**

#### Socio Economic Profile of The Respondents

Gender	No of Respondent	Percentage
Male	54	46
Female	63	54
<b>Total</b>	<b>117</b>	<b>100</b>
<b>Age wise</b>		
Below 25 years	37	32
25-35 years	35	30
35-45 years	15	13
45-55 years	22	19
Above 55 years	8	6
<b>Total</b>	<b>117</b>	<b>100</b>
<b>Monthly income</b>		
Below Rs 25000	36	31
Rs 25000-35000	49	41

<b>Rs 35000-45000</b>	22	19
<b>Above Rs 45000</b>	10	9
<b>Total</b>	<b>117</b>	<b>100</b>
<b>Educational qualification</b>		
<b>Hsc</b>	6	5
<b>Graduate</b>	60	51
<b>Post graduate</b>	35	30
<b>Professionals</b>	9	8
<b>Others</b>	7	6
<b>Total</b>	<b>117</b>	<b>100</b>

**Source: Primary data**

Table 1 shows that out of 117 respondents 54 percentage of the respondents are female. 32 percentage of the respondents are under age group Below 25 years. 41 percentages of the respondents are under monthly income of Rs 25000-35000. 51 percentages of the respondents are Graduate.

**Chi-Square Analysis:****Gender of the respondents and time spend for social media in youth**

H<sub>0</sub>1 –There is no significant association between gender of the respondents and time spend for social media in youth.

**Table 2**

		Average time spend for social media			Total
		1 hour	3 hours	More than 3hours	
Gender	Male	27	16	11	54
	Female	8	30	25	63
Total		35	46	36	117
Chi-Square Tests					

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8	2	5.99

The value of chi-square is 8 (d.f = 2) and associated significant value is 5.99 (which is greater than 0.05). Therefore, the null hypothesis is rejected. Hence it is concluded that there is significant association between gender of the respondents and time spend for social media in youth. It's because of the respondents' variation of which varies according to gender wise. The above cross table clearly explained that male and female respondents 'time spend for social media in youth not same'

### Findings

The findings of the present revealed the following

- 54 percentage of the respondents are female.
- 31 percentage of the respondents were under age group of below 25 years.
- 41 percentage of the respondents were laid on between Rs25000-35000 monthly income.
- 51 percentage of the respondents are graduate.
- There is significant association between gender of the respondents and average time spend for social media in youth.

### Suggestion

- To judge the information that contaminates our values which will certainly benefit our country, the companies with a sense of greatness in life
- Young people should not provide their personal Information in social media as it will be misused by third parties.
- To safe guard the future generation, teachers and parents should make sure what the children are doing in social media
- Minimize negative effects of social media while chatting.

## Conclusion

This study was mainly conducted to check the impact of networking on youngsters. It is understood that they are wasting the precious time and also leads to health problems due to sleepless nights. When posting information in social media cultural and religious values must be kept in mind and should not affect anyone.

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