



A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG YOUTH POPULATION

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ABSTRACT

The study is about the impact of social media on youth. The objectives of study are to find the youth impact based on the demographic variables. In this study, research design used is descriptive research design and sample size is 132 respondents. For analyzing, SPSS tools like ANOVA and Chi-Square are used. The result of the study found that most of the respondents has a negative and positive impact towards the social media.

KEYWORDS: Social media, Youth, Impact, Social networking sites.

INTRODUCTION

SOCIALMEDIA is the latest type of media and have additionally acquired dumbfounding overall development. It has become a piece of everybody's life. Web-based media is a wide term and truly includes a few unique sorts of media, like recordings, web journals, and so forth it is where you can send data about others. Online media has been a significant piece of one's life from shopping to electronic sends, instruction and business devices. Online media assumes an essential part in

changing individuals' way of life. Online media incorporates person to person communication locales and websites where individuals can without much of a stretch associate with each other. Since the development of these interpersonal interaction destinations like Twitter and Facebook as key instruments for news, writers and their associations have played out a difficult exercise. These destinations have gotten per everyday daily practice for individuals.

STATEMENT OF THE PROBLEM

Online media and youth are broadly examined worldwide because of the headway of innovation. The headway of web-based media which includes informal organizations are a lot of well-known among youth particularly Facebook, Twitter, Instagram, and so forth in spite of the fact that these have gigantic positive effect among youth it additionally has negative impacts.

NEED OF THE STUDY

- Online media systems administration of young people has a crucial task to carry out in the approach and advancement of psychopathology.
- Online people group social associations are depicted as critical danger factors for psychological well-being issues.
- Online media clients are fundamentally exposed to admired self-shows.

OBJECTIVES OF THE STUDY

- To study the factors influencing the usage of social media among youth population
- To analyze the purpose of usage of social media among youth population.
- To understand the impact of social media on the youth population
- To examine the rating given to social media platform to the youth population
- To examine the opinion of the youth on issues and disadvantages of using social media.

REVIEW OF LITERATURE:

Bernard John Kolan (2018), Studied that Various types of instruction including distance training has been broadly belittled and encouraged somewhat through these web-based media networks. Obtaining data both locally and universally from companions, talks or specialists is not, at this point a battle when contrasted with the days of yore and the web is a definitive expert behind this achievement.

Khalid H (2017), Studied that First thing we found was that in Pakistan, each understudy is utilizing some sort of stage for associating just as for scholarly and instructive purposes. The greater part of the understudies has accounts on Facebook and use YouTube for various purposes.

SUDHA S (2016), Studied that Be that as it may, the examinations show up from two contradicting sees on the effect of SNSs on clients. While defenders contend that it permits clients in interfacing individuals of regular interest and worth, rivals guarantee that inordinate utilization of these destinations influence the social, mental and actual strength of the clients.

Gok, T. (2015), Studied that the positive and negative impacts of advanced advances and person to person communication locales on the understudies were inspected in this investigation.

Tess, P. A. (2013), Studied that Social media are progressively noticeable in advanced education settings as teachers look to innovation to intervene and improve their guidance just as advanced dynamic learning for understudies.

RESEARCH METHODOLOGY

Based on my study, the sample size of 132 was drawn from the population using the descriptive sampling techniques with a duration of 3 month. I use questionnaire as a primary data and secondary data from books and websites. This article is prepared by analyzing the research paper. The structure of the question it was designed with the demographic factor questions, multiple choice question for analyze respondent saving behavior.

ANALYTICAL TOOLS:

The present study uses the following statistical tools for analyzing the collected data. Percentage analysis, Anova analysis, Chi-square analysis are used for this research.

RESULT ANALYSIS AND DISCUSSION

ANOVA ANALYSIS

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between age and user’s perception towards the of head ache/eye problems faced by them due to regular usage of social media disadvantage

H1 (Alternate Hypothesis): There is no significant difference between age and user’s perception towards the of head ache/eye problems faced by them due to regular usage of social media disadvantage.

Table Showing Age and Social Media Disadvantage of Head Ache/Eye Problem

| Descriptive | | | | | | | | |
|--|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|
| Social Media Disadvantage of Head Ache/Eye Problem | | | | | | | | |
| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| | | | | | Lower Bound | Upper Bound | | |
| 18 - 28 | 41 | 2.41 | 1.396 | .218 | 1.97 | 2.86 | 1 | 5 |
| 28 - 38 | 19 | 2.47 | 1.429 | .328 | 1.79 | 3.16 | 1 | 4 |
| 38 - 48 | 9 | 3.00 | 1.323 | .441 | 1.98 | 4.02 | 1 | 5 |
| Above 48 | 9 | 1.78 | 1.093 | .364 | .94 | 2.62 | 1 | 4 |
| Below 18 | 54 | 1.78 | 1.298 | .177 | 1.42 | 2.13 | 1 | 5 |
| Total | 132 | 2.16 | 1.375 | .120 | 1.92 | 2.40 | 1 | 5 |

| Tests of Homogeneity of Variances | | | | | |
|--|--------------------------------------|------------------|-----|--------|------|
| | | Levene Statistic | df1 | df2 | Sig. |
| Social Media Disadvantage of Head Ache/Eye Problem | Based on Mean | 2.196 | 4 | 127 | .073 |
| | Based on Median | 2.085 | 4 | 127 | .087 |
| | Based on Median and with adjusted df | 2.085 | 4 | 95.290 | .089 |
| | Based on trimmed mean | 2.201 | 4 | 127 | .073 |

| ANOVA | | | | | |
|--|----------------|-----|-------------|-------|------|
| Social Media Disadvantage of Head Ache/Eye Problem | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 20.082 | 4 | 5.021 | 2.802 | .029 |
| Within Groups | 227.577 | 127 | 1.792 | | |
| Total | 247.659 | 131 | | | |

Inference:

The p-value is 0.029 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Social Media Disadvantage of Head Ache/Eye Problem.

CHI-SQUARE ANALYSIS

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Social Media Impact Our Overall Wellbeing.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Social Media Impact Our Overall Wellbeing.

Table Showing Gender and Social Media Impact Our Overall Wellbeing

| Case Processing Summary | | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Cases | | | | | |
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Social Media Impact Our Overall Wellbeing * Gender | 132 | 100.0% | 0 | 0.0% | 132 | 100.0% |

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 10.911 ^a | 4 | .028 |
| Likelihood Ratio | 10.914 | 4 | .028 |
| Linear-by-Linear Association | 8.727 | 1 | .003 |
| N of Valid Cases | 132 | | |

Inference:

The p-value is 0.028 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Social Media Impact Our Overall Wellbeing.

SUGGESTIONS

- Make use of privacy settings.
- Make sure that your internet connection is secure. Use a secure VPN connection.
- Protect your account with strong passwords.
- Be careful what you are downloading in online media.
- Be extra careful with your business accounts in social media.
- Treat your online life like your offline life.

CONCLUSION:

Online media is a truly advantageous and significant convey network for every one individual these days. We can utilize it to know companions and keep contact with companions that came from various nations. We can likewise share our thoughts so rapidly so every one of the things could grow so quick since individuals could disclose to us their thoughts and we could improve it right away. We could likewise learn new things via online media by watching or perusing the things that individuals shared onto the web-based media. Individuals could likewise sell things via online media unreservedly which could lessen the use of promotions.

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