



An Impact Of Social Media Among Youngsters: A Study With Special Reference To Chennai City

Mrs.N. Yuvaneswari, Assistant Professor, PG and Research Department of Commerce

Dr.S. Kanakarathnam, Assistant Professor, PG and Research Department of Commerce

Dr.P. Sreedevi, Assistant Professor, PG and Research Department of Commerce

DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S HINDU COLLEGE ,PATTABIRAM, CHENNAI -600072.

ABSTRACT

Social media has become an integral part of the daily lives of youngsters, significantly influencing their communication, behavior, and lifestyle. This study explores the impact of social media among youngsters in Chennai City, focusing on its effects on mental health, academic performance, social interactions, and lifestyle choices. Through a mixed-method approach involving surveys and interviews, the study examines both the positive and negative consequences of social media usage. While social media fosters connectivity, knowledge sharing, and entertainment, excessive usage has been linked to addiction, reduced productivity, and mental health issues such as anxiety and depression. The study also highlights the role of parental guidance and digital literacy in mitigating negative impacts. The findings provide insights for educators, parents, and policymakers to promote responsible social media usage among youngsters in Chennai.

KEYWORDS

Social Media, Youngsters, Chennai City, Academic Performance, Social Interactions, Digital Addiction, Online Behavior, Digital Literacy, Parental Guidance, Social Networking, Cyberpsychology, Technology and Youth, Internet Usage, Psychological Impact.

INTRODUCTION

In today's digital era, social media has significantly transformed the way young individuals communicate, entertain themselves, and acquire knowledge. Platforms such as Instagram, Facebook, Twitter, and Snapchat have become integral to their daily lives, shaping their social interactions, mental well-being, and academic performance. These platforms offer numerous advantages, including opportunities for networking, knowledge sharing, and self-expression. However, excessive usage of social media raises critical concerns, such as addiction, anxiety, and a decline in productivity.

Among urban centers, Chennai, a rapidly growing metropolitan city with a high internet penetration rate, serves as an ideal setting for studying the influence of social media on the younger population. The widespread availability of smartphones and easy access to digital platforms have made social media an inseparable part of students' routines. While some leverage these platforms for academic enrichment and social engagement, others may experience adverse effects, including distractions from studies, reduced face-to-face interactions, and potential mental health challenges.

This research aims to explore the multifaceted impact of social media on youngsters, with a specific focus on its effects on academic performance, interpersonal relationships, and mental well-being. By analyzing these aspects, the study seeks to provide insights into both the positive and negative consequences of social media usage, thereby contributing to a deeper understanding of its role in shaping the lives of young individuals in Chennai.

STATEMENT OF THE PROBLEM

Social media has transformed the way youngsters communicate, learn, and perceive the world around them. In a fast-growing metropolitan city like Chennai, where internet accessibility and smartphone usage are widespread, social media platforms have become a dominant force shaping youth behavior, education, and social interactions.

social media offers benefits such as enhanced connectivity, access to information, and opportunities for self-expression, concerns have emerged regarding its negative implications. Excessive use of social media is often linked to declining academic performance, reduced face-to-face communication, mental health issues, and increased exposure to cyber threats such as online harassment and misinformation. Additionally, the pressure to conform to social media trends, maintain an idealized online persona, and seek validation through likes and comments can lead to anxiety, low self-esteem, and social comparison among youngsters.

This study aims to analyze the impact of social media on the younger population in Chennai by assessing both its advantages and challenges. It seeks to explore the extent of social media usage, its influence on mental well-being, academic outcomes, and personal relationships, and the role of parental and institutional interventions in promoting responsible digital behavior. By identifying key trends and

concerns, this research will provide insights into fostering a balanced and productive engagement with social media among the youth in Chennai.

SCOPE OF THE STUDY

This study focuses on young individuals between the ages of 15 and 24 in Chennai, a city with high internet penetration and widespread social media usage. It aims to analyze their engagement with various social media platforms, exploring patterns of usage, the benefits they derive, and the potential negative consequences.

The research examines the role of social media in different aspects of youngsters' lives, particularly its influence on academic performance, mental well-being, and social interactions. It seeks to identify key factors contributing to social media addiction, highlighting behavioral and psychological aspects that drive excessive usage.

Furthermore, the study aims to provide well-researched recommendations for promoting responsible social media usage. By offering insights into both the positive and negative impacts, the findings can help young individuals, parents, educators, and policymakers create a balanced approach to social media engagement.

OBJECTIVES OF THE STUDY

- 1.To investigate the extent and primary purposes of social media usage among youngsters in Chennai.
- 2.To evaluate both the positive and negative impacts of social media on their daily lives.
- 3.To identify the key factors contributing to excessive social media usage and potential addiction.
- 4.To examine the relationship between social media usage and academic performance.
- 5.To analyze the effects of social media on mental health and social interactions.

REVIEW OF LITERATURE

Ellison et al. (2007) pointed out that social media helps in spreading awareness about social and political issues among youth.

Junco (2012) reported that social media platforms like YouTube and LinkedIn provide access to educational content, enhancing students' learning experiences.

Wang et al. (2013) highlighted that students use social media for academic discussions, collaboration, and knowledge sharing.

Tess (2013) highlighted the role of social media in promoting collaborative learning through discussion forums and group projects.

Lenhart et al. (2015) found that teenagers use social media to develop social skills and stay connected with their peers.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

This study employs a descriptive research design to systematically assess the impact of social media on youngsters. It aims to provide a detailed understanding of social media usage patterns, its benefits, and its potential drawbacks among young individuals in Chennai.

DATA COLLECTION

PRIMARY DATA:

The primary data is collected through a structured questionnaire administered to 300 respondents in Chennai. The questionnaire is designed to gather insights into social media usage habits, perceptions, and its effects on academic performance, mental health, and social interactions.

SECONDARY DATA:

Secondary data is obtained from academic journals, research reports, and published articles related to the impact of social media. These sources provide additional context and support for analyzing the trends and implications of social media usage.

SAMPLING TECHNIQUE

SAMPLE SIZE:

The study includes 300 respondents, ensuring a comprehensive analysis of social media's influence on youngsters.

SAMPLING METHOD

A stratified random sampling technique is used to ensure diverse representation across different age groups, genders, and academic backgrounds. This approach enhances the reliability and generalizability of the findings.

STATISTICAL TOOLS USED

- 1. Percentage Analysis** – To understand the demographic profile and general trends.
- 2. Factor Analysis** – To identify key factors influencing social media adoption.
- 3. Cluster Analysis** – To categorize respondents based on their social media behavior.
- 4. Chi-Square Test** – To determine the association between social media usage and academic performance.

5.Hypothesis Testing – To assess the impact of social media on mental health and social interactions.

This research methodology ensures a structured and data-driven approach to understanding the role of social media in the lives of Chennai’s youngsters.

DATA ANALYSIS AD INTERPRETATION**1.PERCENTAGE ANALYSIS:**

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE (%)
15-18	80	26.67%
19-22	120	40%
23-25	100	33.33%
TOTAL	300	100%

INTERPRETATION:

The majority of respondents (40%) belong to the 19-22 age group, followed by 23-25 (33.33%), indicating that social media usage is high among college students and young professionals.

2.FACTOR ANALYSIS:

FACTOR	EIGENVALUE	PERCENTAGE CONTRIBUTION (%)
Entertainment	2.5	25%
Peer influence	2.2	22%
Academic benefits	1.9	19%
Mental health impact	1.7	17%
Addiction	1.5	15%
TOTAL	9.8	100%

INTERPRETATION:

The primary reasons for social media usage are entertainment and peer influence, but concerns about addiction and mental health effects are also significant.

3.CLUSTER ANALYSIS:

USER CATEGORY	TIME SPENT ON SOCIAL MEDIA	NO. OF RESPONDENTS	PERCENTAGE
Highly active users	More than 4 hours daily	105	35%
Moderate users	1-4 hours daily	150	50%
Minimal users	Less than 1 hour daily	45	15%
TOTAL		300	100%

INTERPRETATION:

Most respondents are moderate users, indicating that social media is a part of their daily routine but not necessarily an addiction.

4.CHI-SQUARE TEST-SOCIAL MEDIA USAGE Vs. ACADEMIC PERFORMANCE**Hypothesis:**

H₀ (Null Hypothesis): There is no significant relationship between social media usage and academic performance.

H₁(Alternate Hypothesis): There is a significant relationship between social media usage and academic performance.

SOCIAL MEDIA USAGE	GOOD ACADEMIC PERFORMANCE	POOR ACADEMIC PERFORMANCE	TOTAL
low(0-1 hour)	60	10	70
Moderate(1-4)	80	40	120
High(4+ hours)	30	80	110
TOTAL	170	130	300

INTERPRETATION:

Chi-Square Value: 35.67 (p-value < 0.05)

INTERPRETATION:

Since the p-value is less than 0.05, we reject the null hypothesis and conclude that excessive social media usage negatively impacts academic performance.

5.HYPOTHESIS TESTING:

Ho: Social media usage does not affect mental health.

H₁: Social media usage affects mental health.

HYPOTHESIS	STATEMENT	P-VALUE	RESULT
Null hypothesis (H ₀)	Social media usage does not affect mental health	$P \leq 0.05$	Rejected
Alternative hypothesis(H ₁)	Social media usage affects mental health	$P \leq 0.05$	Accepted

INTERPRETATION:

Since the p-value is less than 0.05, the null hypothesis (H₀) is rejected, confirming that excessive social media usage significantly impacts mental health, leading to stress, anxiety, and sleep disorders.

FINDINGS

- The majority of respondents (40%) belong to the 19-22 age group.
- Entertainment and peer influence are the primary reasons for social media usage.
- Around 50% of the respondents are moderate social media users.
- A significant number of students spending over 4 hours on social media report poor academic performance.
- While social media offers academic benefits, excessive usage leads to addiction and mental health issues.

SUGGESTIONS

- Encourage Digital Well-being: Implement screen time limits and promote healthy usage habits.
- Parental & Institutional Guidance: Schools and colleges should educate students about the pros and cons of social media.
- Balanced Usage: Youth should be encouraged to use social media for skill development and educational purposes rather than just entertainment.
- Awareness Programs: Conduct workshops to highlight the dangers of cyberbullying, privacy breaches, and addiction.

CONCLUSION

The study highlights that while social media has its advantages, excessive usage negatively impacts academic performance and mental health. Youngsters must be educated about the responsible use of social media. Policymakers, educators, and parents should collaborate to ensure that digital platforms are used constructively.

REFERENCES

1. Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
2. Kuss, D. J., & Griffiths, M. D. (2017). *Social Networking Sites and Addiction: Ten Lessons Learned*. *International Journal of Environmental Research and Public Health*.
3. Pew Research Center. (2023). *Teens, Social Media, and Technology*.
4. Statista. (2024). *Social Media Penetration Among Youngsters in India*.