

## **The Impact of Social Networking Sites on Youth**

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### **ABSTRACT**

The extensive use of social media in India has been on the rise among the new generation youths. In today's world, use of social media has become an integral part of everyday life of human being. This study aimed to know the impact of Social Networking Sites on the youth With Special Reference to Kerala. A total number of 366 respondents. Data were processed and analyzed by the Statistical Package for social science. It is found that the majority of respondents are Male. The majority of the respondents are the purpose of using social networking sites in (SSN) just for fun and entertainment (SNS). Here the majority of the respondents are preferred social networking sites are Whatsapp. This paper throws a light on pattern of social media usage and its impact on youth. The new age social networking culture has been accepted and got an

enthusiastic response. It is evident from the studies that social media has both positive and negative impact on youths.

**Keywords:** Social Networking Sites, Students, Social Media, Face book, Twitter, Whatsapp.

## INTRODUCTION

In the modern era, Online Social Networking Sites (SNSs) have become a major way of communication among the world. The frequent use of social networking sites influence on student's language. (Hina, S., et al 2020) Social Networking sites are termed to as web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another( Khurana N,2015)

## LITERATURE OF REVIEW

Singh N, D., &Guruprasad, D. N (2019) Social Networking sites offer a large platform for discussion on burning problems that has been unnoted in today's emerging world. Usage of social networking is among the most common activities of today's children and adolescent. Gupta, R. (2015) a number of years, Internet has worked as a tool of information searching and sharing but with the advent of social networking sites, it has emerged as an indispensable online communication tool. Young generation being loyal users of the internet, appear more vulnerable towards the internet development than any other segment of society.

Singh, M. M., Amiri, M., &Sabbarwal, S. (2019) Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. Hasan, S. (2020) to know the Social Media Usage, an open-ended structured interview technique was used and for measuring self-esteem cooper, smith self-esteem inventory (1882) was used. Results revealed that gender differed significantly on self-esteem and self-esteem was found high in female users. Further, social media usage differed significantly on self-esteem which indicated that self-esteem was found higher in low social media users.

Bhinde, H(2019) a social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people. The research tries to find the spread of social networking amongst teenagers. The research tries to find the trend followed amongst the teenagers with reference to social accounts. The study tries to find out the present social networking situation in India. The research tries to understand future of social networking. Rawath, S, S et al (2020) the extensive use of social media in India has been on the rise among the new generation youths. In today's world, use of social media has become an

integral part of everyday life of human being. This paper throws a light on pattern of social media usage and its impact on youth. The new age social networking culture has been accepted and got an enthusiastic response. It is evident from the studies that social media has both positive and negative impact on youths.

## **MOST POPULAR SOCIAL MEDIA SITES**



**Source:**<https://tekhspsy.com/seo/social-networking-sites/>

Social Media has become a necessity in today's world. From individuals to businesses, everyone has a purpose to stay active on different social media platforms. Social networking sites or Social Media sites are online platforms that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds, or real-life connections. So, in this article, we discuss some of the most popular social networking sites that are being explored by the world today.

## **OBJECTIVES OF THE STUDY**

- To understand the influence of social media towards youngsters
- To understand how youngsters perceive the social networking sites

## **HYPOTHESIS**

- There is no relationship between gender of the respondents and Use Social Media
- There is no relationship between gender of the respondents and Impact Your Education
- There is no relationship between gender of the respondents and Addicted to Social Media

## METHODOLOGY OF THE STUDY

Data was collected through Google forum questionnaire. Process took approx. three months. Questionnaire was administered to 557 respondents where finally 366 responses were received. To find out the impact of social media among the youth at Kerala. The youth will be asked to fill the questionnaire based on their knowledge. The data are analyzed by using SPSS-statistical software. The secondary data was collected through the secondary sources like company records, company Websites, magazine, and Newspaper.

## ANALYSIS AND INTERPRETATION

| <b>Table 1: Gender</b>                                |        |           |         |                    |
|---|--------|-----------|---------|--------------------|
| Category  |        | Frequency | Percent | Cumulative Percent |
|   | Female | 144       | 39.3    | 39.3               |
|   | Male   | 222       | 60.7    | 100.0              |
|   | Total  | 366       | 100.0   |                    |
| Sources: collected and computed through Questionnaire |        |           |         |                    |

The table shows 39.3% of the respondents are female and 60.7 % of the respondents are male. The majority of the respondents are male.

| <b>Table 2: Age</b>                                   |           |           |         |                    |
|---|-----------|-----------|---------|--------------------|
| Category  |           | Frequency | Percent | Cumulative Percent |
|   | Below 18  | 14        | 3.8     | 3.8                |
|   | 18-20 yrs | 311       | 85.0    | 88.8               |
|   | 21-23 yrs | 41        | 11.2    | 100.0              |
|   | Total     | 366       | 100.0   |                    |
| Sources: collected and computed through Questionnaire |           |           |         |                    |

The table shows that 85.0% of the respondents are 18-20 years, 11.2% of the respondents are 21-23, and 3.8% of the respondents are below 18 years. The majority of the age of respondents is 18 - 20 years.

| <b>Table 3 : Education</b> |           |           |         |                    |
|----------------------------|-----------|-----------|---------|--------------------|
| Category                   |           | Frequency | Percent | Cumulative Percent |
|                            | Upto H.Sc | 36        | 9.8     | 9.8                |

|   |               |     |       |       |
|---|---------------|-----|-------|-------|
|   | Degree        | 322 | 88.0  | 97.8  |
|   | P.G and above | 8   | 2.2   | 100.0 |
|   | Total         | 366 | 100.0 |       |
| Sources: collected and computed through Questionnaire |               |     |       |       |

The table shows 88.0% of the respondents are having degree holders, 2.2 % of the respondents are P.G., and above, 9.8% of the respondents are up to higher secondary. The majority of the respondents are 88.0% having the degree.

| Table 4 : Area of Residence                           |       |           |         |                    |
|---|-------|-----------|---------|--------------------|
| Category  |       | Frequency | Percent | Cumulative Percent |
|   | Rural | 199       | 54.4    | 54.4               |
|   | Urban | 167       | 45.6    | 100.0              |
|   | Total | 366       | 100.0   |                    |
| Sources: collected and computed through Questionnaire |       |           |         |                    |

The table shows 54.4% of the respondents are in a rural area, 45.6% of the respondents are in urban areas. The majority of the respondents are in the rural area.

| Table 5 : Member of A Social Media Site               |       |           |         |                    |
|---|-------|-----------|---------|--------------------|
| Category  |       | Frequency | Percent | Cumulative Percent |
|   | Yes   | 236       | 64.5    | 64.5               |
|   | No    | 80        | 21.9    | 86.3               |
|   | Maybe | 50        | 13.7    | 100.0              |
|   | Total | 366       | 100.0   |                    |
| Sources: collected and computed through Questionnaire |       |           |         |                    |

The table shows 21.9% of the respondents are saying no the member of the social networking site 64.5% of the respondents is said yes,13.7% of the respondents are saying maybe. The majority of the respondents are said yes they are a member of the social networking site.

| Table 6 : Primary Social Media |           |           |         |                    |
|--------------------------------|-----------|-----------|---------|--------------------|
| Category                       |           | Frequency | Percent | Cumulative Percent |
|                                | Instagram | 30        | 8.2     | 8.2                |
|                                | Whatsapp  | 295       | 80.6    | 88.8               |

|   |          |     |       |       |
|---|----------|-----|-------|-------|
|   | Twitter  | 9   | 2.5   | 91.3  |
|   | Facebook | 31  | 8.5   | 99.7  |
|   | Snapchat | 1   | .3    | 100.0 |
|   | Total    | 366 | 100.0 |       |
| Sources: collected and computed through Questionnaire |          |     |       |       |

The table shows 8.5% of the respondents are prefer the sites in Facebook, 8.2% of the respondents are preferred in Instagram, 2.5% of the respondents are twitter, 80.6% of the respondents are in Whatsapp, and 0.3% of the respondents are snapchat. The majority of the respondents are preferred social networking sites are Whatsapp.

### Friedman Test

**Table 7: Impact of Social Networking Sites**

|  | Friedman | Mean Rank | Rank |
|--|----------|-----------|------|
| Post on social media                           |          | 4.22      | 1    |
| Access social media                            |          | 2.18      | 6    |
| Check social media before you get out of bed   |          | 3.08      | 5    |
| Impact your education                          |          | 4.11      | 2    |
| Without social media for a long period of time |          | 3.92      | 3    |
| Addicted to social media                       |          | 3.49      | 4    |

Sources: collected and computed through Questionnaire

Above from the table Friedman rank test, it is ascertained that majority of the respondents are said negative of the usage in SNS impact of academic performance of and others of the social networking site.

### TESTING OF HYPOTHESIS

**Table 8 : ANOVA for Influence of Gender on Social Networking Site**

| Category         |                | Sum of Squares | df  | Mean Square | F    | Sig. |
|------------------|----------------|----------------|-----|-------------|------|------|
| Use Social Media | Between Groups | .203           | 1   | .203        | .061 | .805 |
|                  | Within Groups  | 1205.786       | 364 | 3.313       |      |      |
|                  | Total          | 1205.989       | 365 |             |      |      |
| Impact Your      | Between        | .087           | 1   | .087        | .274 | .601 |

|                          |                |         |     |       |        |      |
|--------------------------|----------------|---------|-----|-------|--------|------|
| Education                | Groups         |         |     |       |        |      |
|                          | Within Groups  | 115.279 | 364 | .317  |        |      |
|                          | Total          | 115.366 | 365 |       |        |      |
| Addicted to Social Media | Between Groups | 8.005   | 1   | 8.005 | 13.981 | .000 |
|                          | Within Groups  | 208.421 | 364 | .573  |        |      |
|                          | Total          | 216.426 | 365 |       |        |      |

Sources: collected and computed through Questionnaire

From the above table it is found that ( $F=.061$ ,  $P=.805$ ) the hypothesis is accepted. Hence there is no relationship between gender of the respondents and Use Social Media

From the above table it is found that ( $F=.274$ ,  $P=.601$ ) the hypothesis is accepted. Hence there is no relationship between gender of the respondents and Impact Your Education

From the above table it is found that ( $F=13.981$ ,  $P=0.000$ ) the hypothesis is Rejected. Hence there is no relationship between gender of the respondents and Use Social Media.

## CONCLUSION

The purpose of this research work was to examine the Impact of Social Networking Sites on the Youth. Social Networking Site their lives and behaviour. It is found that Social Networking Sites are very popular among the Kerala youths with the majority of them stating that they are active members of social networks. From this study it is concluded that Social Media is most popular among youth, especially Whatsapp. SSN is becoming popular medium of study and entertainment of youth. Both positive and negative impact on the Young generation.

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