

A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS SOCIETY
Submitted in partial fulfilment of the requirements for the award of
Bachelor of Commerce

By
AJAY.V
39740051



DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **AJAY.V (39740051)** who has done the Project Work entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS SOCIETY**" under my supervision from December 2021 to April 2022.

DR. RANI.J

INTERNAL GUIDE

EXTERNAL GUIDE

Dr. BHUVANESWARI.G

Dean - School of Management Studies

Submitted for viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **AJAY.V (39740051)** hereby declare that the Project Report entitled “**A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS SOCIETY**” done by me under the guidance of **DR. RANI.J** is submitted in partial fulfilment of the requirements for the award of **Bachelor of Commerce**.

DATE: 26/03/2022

PLACE: CHENNAI

AJAY.V

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

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ABSTRACT

Social media programs are more spreading throughout the globe. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. The general purpose of this review is to provide detail information about the impact of social media on society. A lot of studies indicated social media has both positive and positive outcomes. Some of the positive outcomes are, for example, Socialization and Communication; enhance learning opportunities and accessing health related information. Depression, anxiety, catfishing, bullying, terrorism, and criminal activities are some of the negative sides of social media on societies. Generally, when peoples use social media for appropriate purpose and predetermined goals the outcome will be positive and the reverse is true for negative side effects. So as to decrease and save the societies from its negative side effect and encourage the positive ones, all concerned bodies should have to work collaboratively.

CHAPTER 1

1.1 INTRODUCTION

Social media are applications that enable people to interact with each other and build social networks that increase social capital (Barnes, 2008). For comm, 2010, Social media describes how publishers can distribute their messages to thousands of people, encouraging them to build strong connections and firm loyalty. Social Media means websites and applications that enable users to create and share content or to participate in social networking. Knowledge is strength and power. We all recognize this saying but few understand the role social media has played. It is the flow of information to add to their knowledge.

In today's world, social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange ideas, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance.

Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate. It enables common interest-based groups such as students to work in a collaborative group project outside of their class.

1.2 PROBLEM IDENTIFICATION

- * There are several negative impacts that social media has created in society.
- * These negative impacts include, cyber-bullying, relaying false information, and the co-ordination of terrorist groups.
- * In social media spreading of more fake information is increasing.
- * Multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts.
- * Social media may promote negative experiences such as: Inadequacy about your life or appearance.

1.3 INDUSTRY PROFILE

The social media market consists of sales by entities (organizations, sole traders or partnerships) that enable customers to interact, create and share content and information. Social media enables users to share pictures, videos, and audio files. This market includes revenues from sales from advertisements and other services offered on social media platforms.

The main types of social media are social media advertisement and social media subscription. Social media advertising is a type of digital advertising which uses social media platforms including Twitter, LinkedIn, Instagram, Facebook, and Pinterest to provide sponsored adverts to the target audience. The different services include social networking, microblogging and instant messaging, photo sharing networks and is used by various sectors such as retail and wholesale, transportation manufacturing, food and beverages, financial services, information technology, electrical and electronics manufacturing, media and recreation, transportation services, healthcare, others.

1.4 NEED OF THE STUDY

The social media improves the cooperative learning of the students and their communication with the teachers become easier which means, in terms of student centered education the use of social media is very essential. Social media provides a platform where you can share your knowledge and gain credibility in your chosen field(s) or specialism(s). Within an online community, you can also acquire information and insights from others who have already been where you are now or have completed similar research. Many people are increasingly spending a great deal of time on social media sites. Social media should be seen as a wide-reaching tool to reach a huge audience and so getting your name, the university's name out there on the web, in the way we choose, is incredibly important.

1.5 OBJECTIVE OF THE STUDY

1.5.1 PRIMARY OBJECTIVE

A study on impact of Social Media towards society.

1.5.2 SECONDARY OBJECTIVE

*Considering the current trend of usage of social media the main objective is to check the cause and effects of increase use of social media.

* To explore the impact of social media on people's relationships, especially family and friendships.

*One of the most popular social media sites, Face-book, has 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn and share information instantaneously.

*The impact of social media is wide and immense. To explore the impact of social media on people's relationships, especially family and friendships.

1.6 LIMITATIONS OF THE STUDY

- The study is about social media towards society.
- The time period is 3 months.
- 100 numbers of respondents were considered.
- The result is based on sample of respondents.

CHAPTER 2

Review of literature

2.1 Review of literature

- Jacob Amedie , Santa Clara University September 2, 2015 social media is a relatively new phenomenon and the impact studies done are also reasonably new, I feel as though the advantages of social media are emphasized quite often, as opposed to its negative aspects which are very rarely discussed. This trend must change and I hope my presentation can help galvanize it by better informing users on both sides of the argument. Although change is good, necessary, and inevitable, it always comes at a price.
- Shabnoor Siddiqui Mats University As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with this technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students.
- Mulugeta Deribe Damota Generally Social media has two side effects: positive and negative. The positive sides are, when peoples use social media for appropriate purpose and predetermined goals and the reverse is true for negative side effects.
 - Now days due to technology advancement especially smart cell phone and mobile data, including elementary school students are using social media. so, in addition to its benefits, these students might share its burdens (according to researchers the backsides of social media.
- Jyoti Suraj Harchekar I have explored the harms posed by this uncensored and unmonitored new medium of communication which exposes us all to a gradual breakdown of social cohesion and the destruction of our traditional value systems, unless we take responsibility to ensure that our understanding of social media and its impacts are constantly evaluated with what's happening in the world.

CHAPTER-3

AIM AND SCOPE OF IMPACT OF SOCIAL MEDIA

3.1 Aim of impact of social media

In today's society, the use of social media has become a necessary daily activity. Social media is typically used for social interaction and access to news and information, and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, create, and spread information.

3.2 Scope of impact of social media

- * The scope of social media in India is immense and increasing rapidly.
- * It is the 10th biggest economy and also has the 2nd largest population in the world.
- *A survey in 2019, which includes the top businesses admitted that 15-20% of their marketing budget is allocated for social media advertising.

- *From that, it is understood the importance of social media in brand advertising.
- *There will not be any person who doesn't know what social media is. Isn't it? But many individuals may not know how it is important in digital marketing and how social media marketing can enhance career growth.
- * Based on the Statista analysis it is been found that the number of users of the social network in India will be 258.27 million. It is a drastic rise from approximately 168 million users in 2016.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 RESEARCH DESIGN

- The research design followed in the study is descriptive research design.
- The problem of this study is to find impact of Social Media

4.2 SAMPLING TECHNIQUE

- Sampling type is random sampling method is used.

4.3 SOURCE OF DATA

- Two source of data is collected primary& secondary.

4. 3.1 Primary Data

- Primary data is collected through questionnaire.

4.3.2 Secondary Data

- Secondary data is collected from internet.

4.4 SAMPLING SIZE

A sampling of 100 respondent were consideration for the study and data was collected.

4.5 PERIOD OF STUDY

This study was done for a period of 3 months.

4.6 ANALYTICAL TOOLS

This study uses the following statistical tool for the analysing of collected data.

1. Percentage
2. Chi-square

DATA ANALYSIS AND INTERPRETATION

4.7 PERCENTAGE ANALYSIS

4.1.1 TABLE SHOWING AGE OF RESPONDENT

Age	Percentage	No. of. Respondent
15-25	83%	83
26-35	10%	10
36-45	6%	6
Above 45	1%	1
Total	100%	100

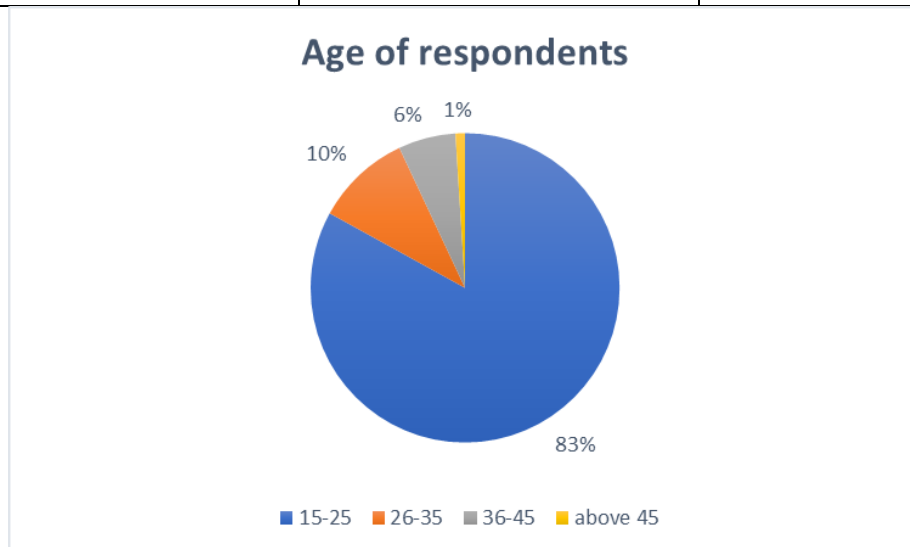


CHART 4.1.1 AGE OF RESPONDENT

INTERPRETATION:

In the chart we can observe 83% of respondent are between ages of 15-25. 10% of the respondents are between ages of 26-35. 6% of the respondents are between ages of 36-45. 1% of the respondents are between ages of 46-60.

INTERENCE:

Majority of the respondents age group are between from 15-25

4.1.2 TABLE SHOWING GENDER OF THE RESPONDENT

Gender	Percentage	No. of. respondents
male	50%	50
female	50%	50
Total	100%	100

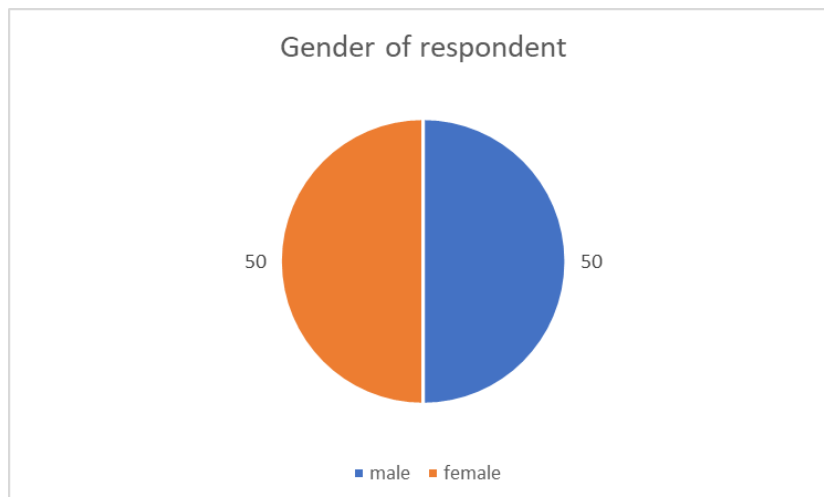


CHART 4.1.2 Gender of respondents

INTERPRETATION:

From the above table interpretation that 50% of respondent is male. 50% of respondent is female.

INFERENCE:

The majority of respondents male and female are equal.

4.1.3 TABLE SHOWING MARTIAL STATUS

Status	Percentage	No. of. Respondents
Married	14%	14
Unmarried	86%	86
Total	100%	100

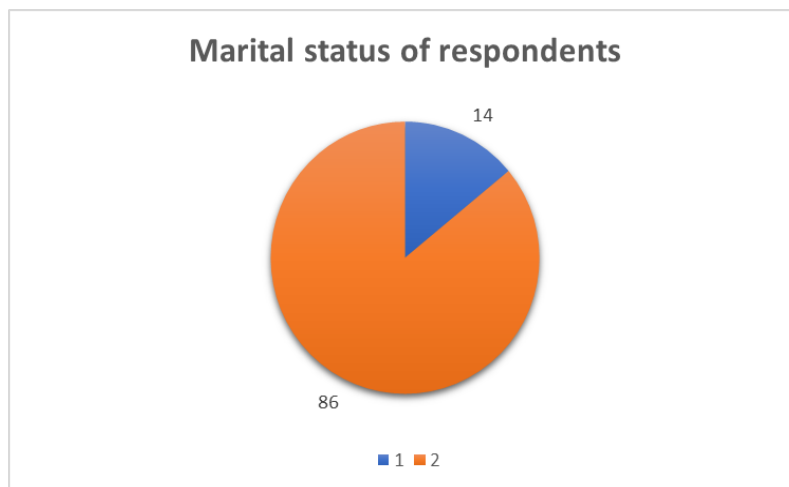


CHART 4.1.3 Marital status of respondents

INTERPRETATION:

From the above table interpretation that 86% are married respondents and 14 % are unmarried respondents.

INFERENCE

Majority of the respondents are unmarried

4.1.4 TABLE SHOWS OCCUPATION OF RESPONDENTS

Occupation	Percentage	No. of. Respondents
Students	77%	77
Employee	19%	19
Business	1%	1

Others	3%	3
Total	100%	100

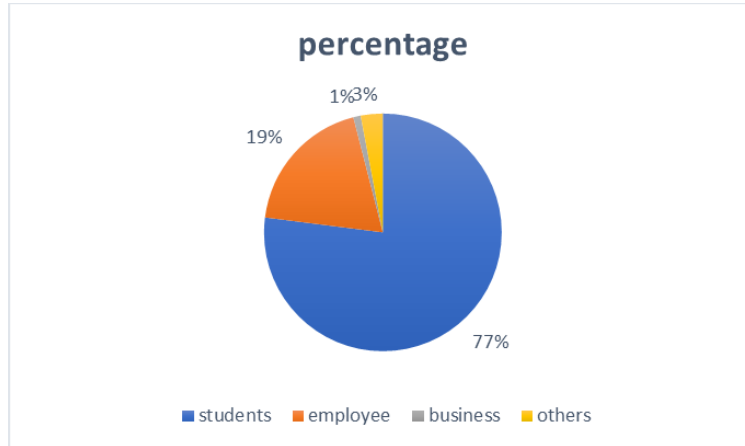


CHART 4.1.4 SHOWS OCCUPATION OF RESPONDENTS

INTERPRETATION:

From the above table interpretation that 77% of respondents from branch of student.19% of respondents from branch of employee.1% of respondents from branch of business.3 % of respondents from other branches.

INFERENCE:

Majority of the respondents are students.

4.1.5 TABLE SHOWS SOCIAL MEDIA ACCOUNTS RESPONDENTS HAVE ACCOUNT

SOCIAL MEDIA	Percentage	No. of. Respondents
Facebook	21%	21
Twitter	3%	3
Instagram	70%	70
Others	6%	6

Total	100%	100
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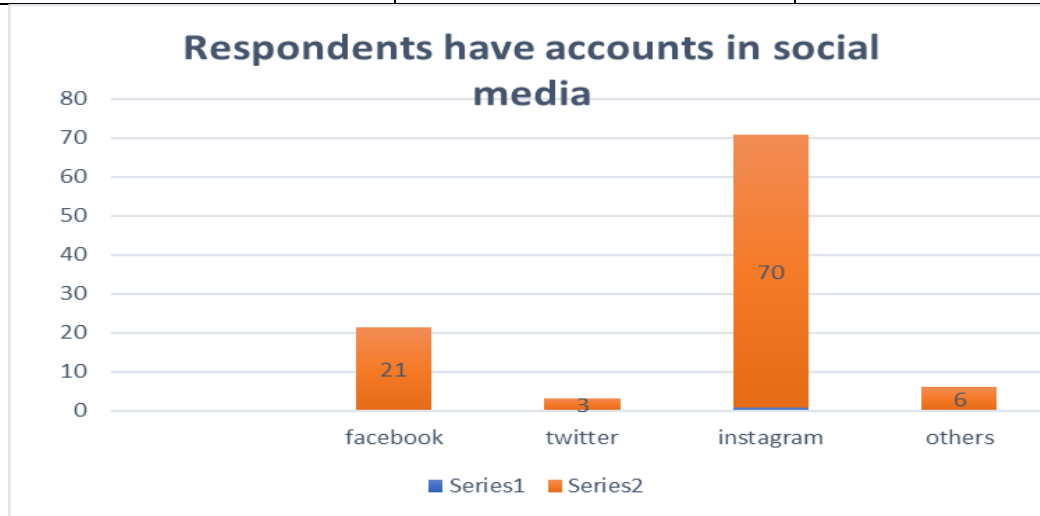


CHART 4.1.5 SHOWS RESPONDENTS ACCOUNTS IN SOCIAL MEDIA

INTERPRETATION:

From above table interpretation that 21% of respondents have account in Facebook. 3% of respondents have account in Twitter .70% of respondents have account in Instagram.6% of respondents have accounts in other social media.

INFERENCE

Majority of the respondent have account in Instagram.

4.1.6 TABLE SHOWING CHECK-IN TO SOCIAL MEDIA ACCOUNTS.

Particulars	Percentage	No. of Respondents
Daily	80%	80
Every hour	12%	12
Every other day	3%	3

Others	5%	5
Total	100	100

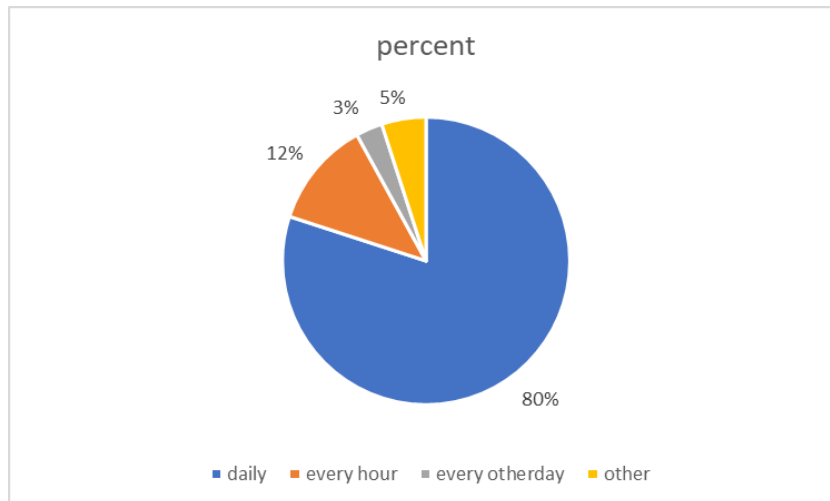


CHART 4.1.6 SHOWS CHECK-IN TO SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation 80% of respondents check social media accounts daily. 12% of respondents check social media accounts every hour. 3% of respondents check social media accounts every other day.

INFERENCE:

Majority of the respondent's check-in to social media daily

4.1.7 TABLE SHOWS MOBILE IS THE GO-TO DEVICE TO ACCESS SOCIAL MEDIA

Particulars	Percentage	No. of Respondents
Strongly disagree	24%	24

Disagree	8%	8
Neutral	14%	14
Agree	26%	26
Strongly agree	28%	28
Total	100	100

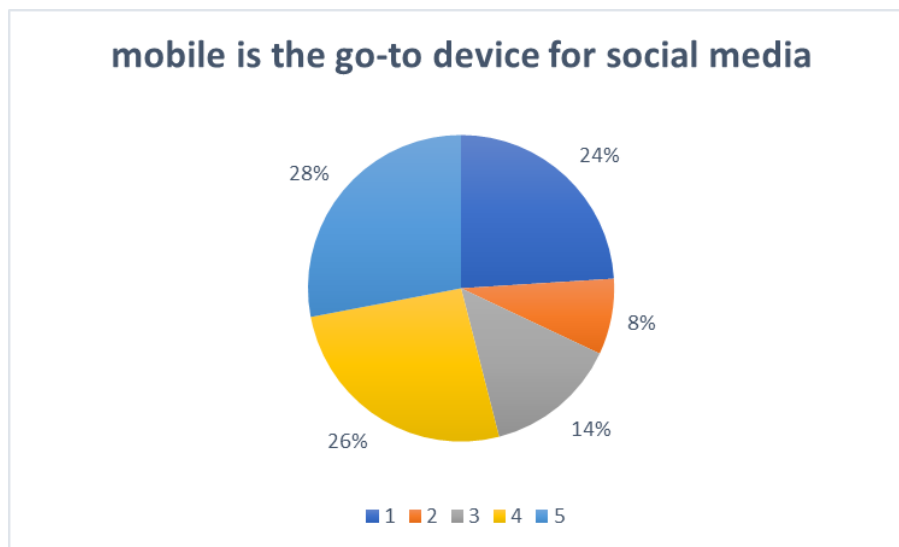


CHART 4.1.7 SHOWS MOBILE IS THE GO TO DEVICE FOR SOCIAL MEDIA

INTERPRETATION:

From the above interpretation that 24% of respondents Strongly disagree mobile is the device to access social media feed. 8% of respondents disagree mobile is the device to access social media feed. 26% of respondents agree mobile is the device to access social media feed. 28% of respondents strongly agree mobile is the device to access social media

INFERENCE:

Majority of the respondents strongly agreed mobile is the go to device for social media.

4.1.8 TABLE SHOWS POSTING OF PICTURES, COMMENTS REGULARLY IN SOCIAL MEDIA ACCOUNTS

Particulars	Percentage	No. of Respondents
yes	50%	50
No	30%	30
May be	20%	20
Total	100%	100

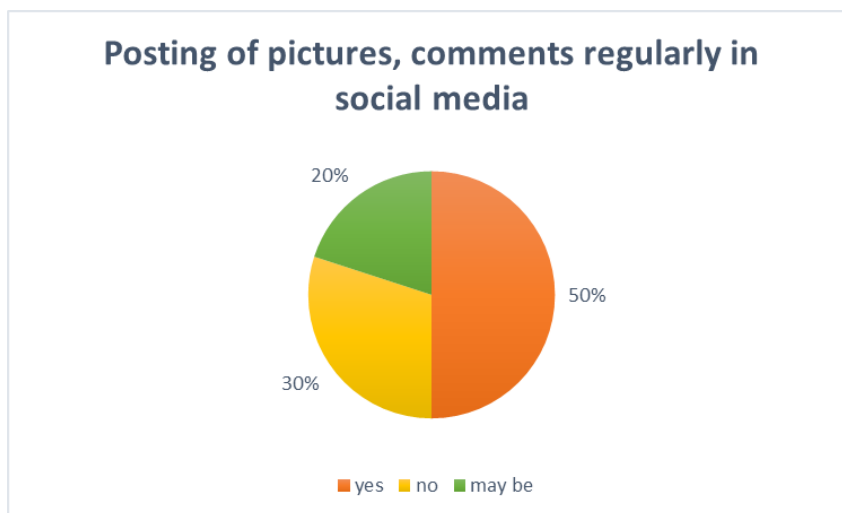


CHART 4.1.8 SHOWS POSTING OF PICTURES, COMMENTS REGULARLY IN SOCIAL MEDIA

INTERPRETATION:

From the above interpretation that 50% of respondents post the pictures regularly in social media accounts .30% of respondents will not post the pictures regularly in social media accounts. 20% of respondents were may be.

INFERENCE:

Majority of the respondents says yes.

4.1.9 TABLE SHOWS HAVING ACCOUNT IN SOCIAL MEDIA

Particulars	Percentage	No. of. Respondents
Yes	89%	89
No	7%	7
May be	4%	4
Total	100%	100

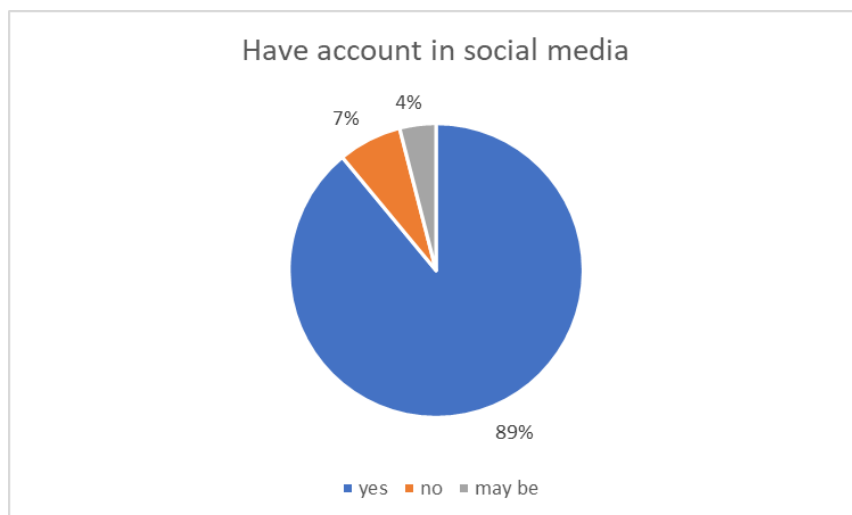


CHART 4.1.9 SHOWS RESPONDENTS HAVE ACCOUNT IN SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation that 89% of respondents have account in social media. 7% of respondents didn't have account in social media. 4% of respondents were may be.

INFERENCE:

Majority of the respondents says yes they have account in social media.

4.1.10 TABLE SHOWS YOUTUBE IS THE PLACE TO WATCH VIDEOS

Particulars	Percentage	No. of. Response
Strongly disagree	25%	25
Disagree	4%	4
Neutral	10%	10
Agree	36%	36
Strongly agree	25%	25
Total	100	100

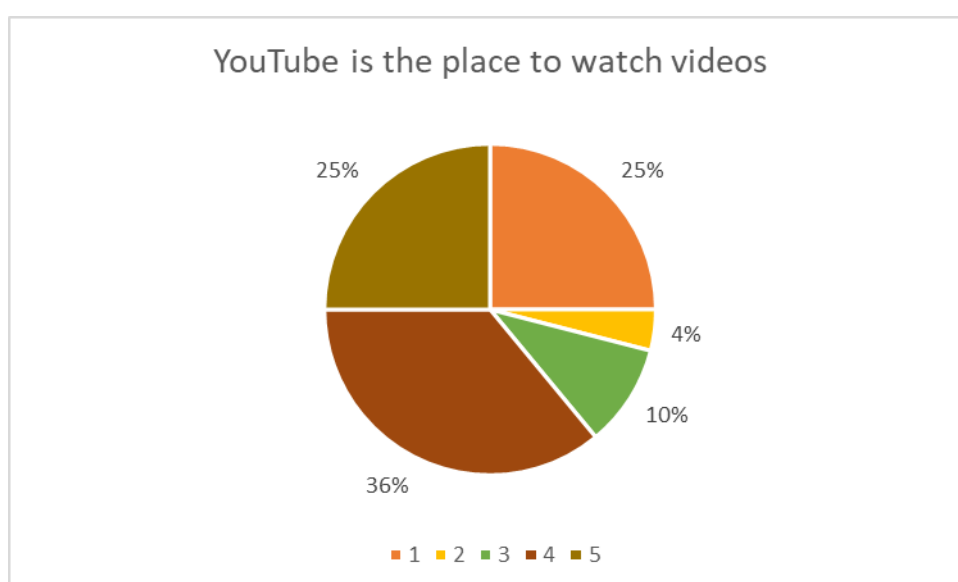


CHART 4.1.10 SHOWS YOUTUBE IS THE PLACE TO WATCH VIDEOS

INTERPRETATION:

From the above table interpretation that 25% of respondents Strongly disagree YouTube is a social media to watch videos .4% of respondents disagree YouTube is a social media to watch videos. 36% of respondents agree YouTube is a social media to watch videos. 25% of

respondents strongly agree mobile is YouTube is a social media to watch videos.

INFERENCE:

Majority of the respondents agree that in social media you tube is the place to watch videos.

4.1.11 TABLE SHOWS CHAT APP USED IN SOCIAL MEDIA ACCOUNTS

Particulars	Percentage	No. of. Respondents
yes	76%	76
No	12%	12
May be	12%	12
Total	100%	100

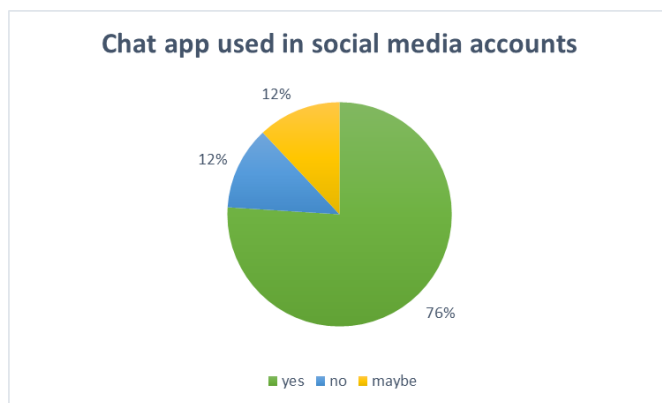


CHART 4.1.11 SHOWS CHAT APP USED IN SOCIAL MEDIA ACCOUNTS

INPRETATION:

From the above table interpretation that 76% of respondents used chat app on social media accounts. 12% of respondents didn't used chat app

on social media accounts.12% of respondents may be use chat app on social media accounts.

INFERENCE:

Majority of the respondents says yes for chat app used in social media accounts.

4.1.12 SHOWS SOCIAL MEDIA ACCOUNTS CAN LOGIN TO OTHER WEBSITES OF GOOGLE

Particulars	Percentage	No. of. Respondents
Agree	64%	64
Disagree	7%	7
Neutral	13%	13
Strongly disagree	3%	3
Strongly agree	13%	13
Total	100%	100

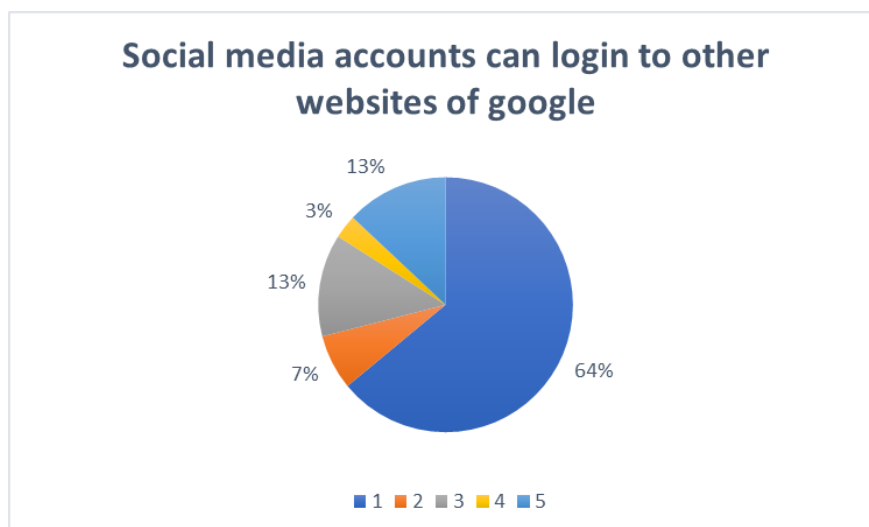


CHART 4.1.12 SHOWS SOCIAL ACCOUNTS CAN LOGIN TO OTHER WEBSITES OF GOOGLE

INTERPRETATION:

From the above table interpretation that 64% of respondents agree social media accounts can login to other websites .7% of respondents disagree social media accounts cannot login to other websites .3% of respondents strongly disagree social media accounts cannot login to other websites .13% of respondents strongly agree social media accounts can login to other websites. 3% of respondents are neutral.

INFERENCE:

Majority of the of respondents agree social media accounts can login to other websites.

4.1.13 TABLE SHOWS SOCIAL MEDIA IS A PLATFORM TO SHOW OUR TALENTS.

Particulars	Percentage	No. of. Respondents
Strongly disagree	23%	23
Disagree	7%	7
Neutral	15%	15
Agree	29%	29
Strongly agree	26%	26
Total	100%	100

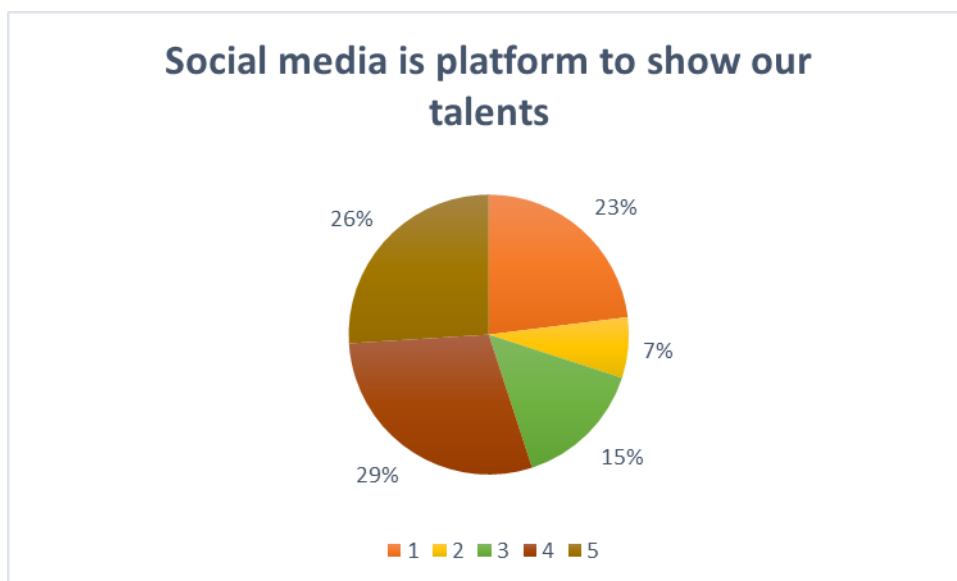


CHART 4.1.13 SHOWS SOCIAL MEDIA IS A PLATFORM TO SHOW OUR TALENTS

INTERPRETATION:

The above table interpretation that 23% of respondents strongly disagree social media is a platform to show our talent. 7% of respondents disagree social media is a platform to show our talent. 29% of respondents agree social media is a platform to show our talent. 26% of respondents strongly agree social media is a platform to show our talent.

INFERENCE:

Majority of the respondents agree social media is a platform to show our talent.

4.1.14 TABLE SHOWS SOCIAL MEDIA IS HELPFUL FOR STUDY

Particulars	Percentage	No. of Respondents
yes	60%	60
No	9%	9
May be	31%	31

Total	100%	100
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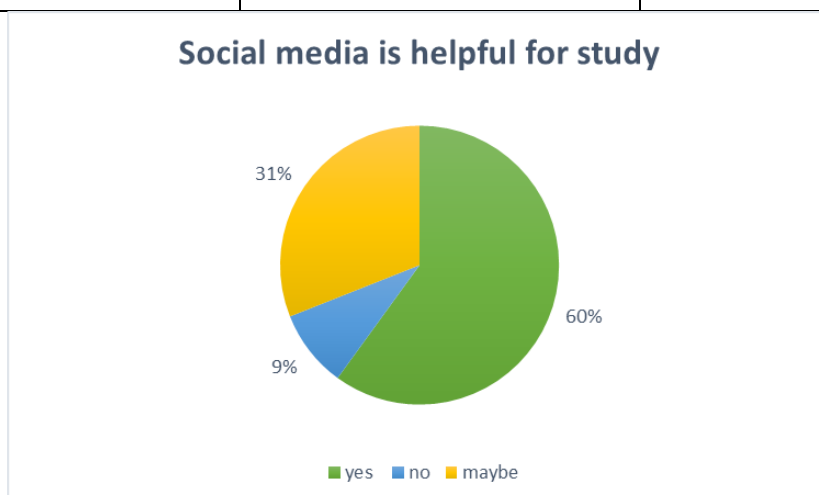


CHART 4.1.14 SHOWS SOCIAL MEDIA IS HELPFUL FOR STUDY

INTERPRETATION:

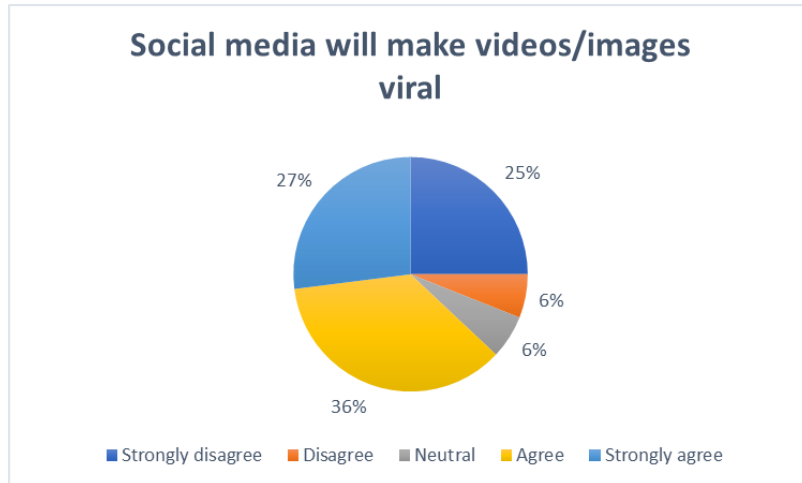
From the above table interpretation that 60% of respondents says social media is helpful for study. 9% of respondents says social media is not helpful for study. 31% of respondents says may be social media is helpful for study.

INFERENCE:

Majority of the respondents says yes social media is helpful for study.

4.1.15 TABLE SHOWS SOCIAL MEDIA WILL MAKE VIDEOS/ IMAGES VIRAL

Particulars	Percentage	No. of. Respondents
Strongly disagree	25%	25
Disagree	6%	6
Neutral	6%	6
Agree	36%	36
Strongly agree	27%	27
Total	100%	100



4.1.15 CHART SHOWS SOCIAL MEDIA WILL MAKE VIDEOS/IMAGES VIRAL

INTERPRETATION:

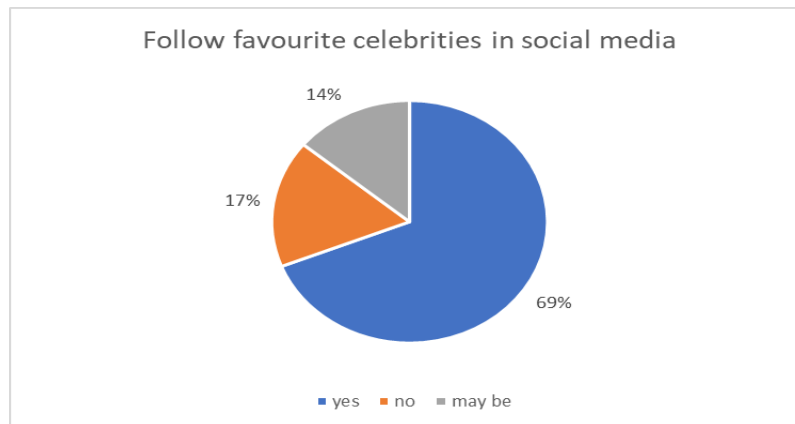
From the above table interpretation that 25% of respondents strongly disagree social media will make videos/images viral .6% of respondents disagree social media will make videos/images viral. 36% of respondents agree social media will make videos/images viral. 27% of respondents strongly agree social media will make videos/ images viral.

INFERENCE:

Majority of the respondents agree social media will make videos/images viral.

4.1.16 TABLE SHOWS FOLLOW FAVOURITE CELEBRITIES IN SOCIAL MEDIA

Particulars	Percentage	No. of. Respondents
Yes	69%	69
No	17%	17
May be	14%	14
Total	100%	100



4.1.16 CHART SHOWS FOLLOW FAVOURITE CELEBRITIES IN SOCIAL MEDIA

INTERPRETATION:

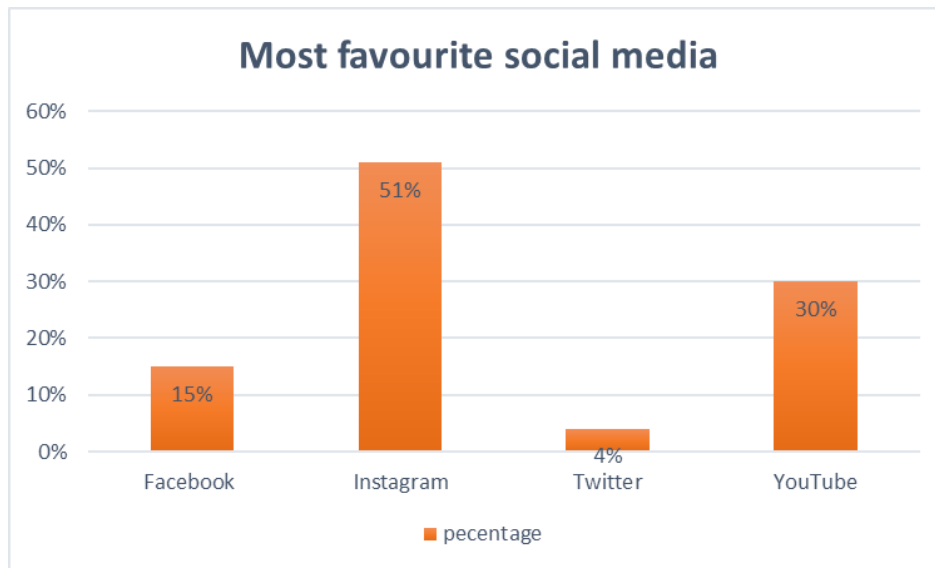
From the above table interpretation that 69% of respondents follow their favourite celebrities in social media. 17% of respondents will not follow their favourite celebrities in social media. 14% of respondents may be follow their favourite celebrity in social media.

INFERENCE:

Majority of the respondents says yes follow their favourite celebrities in social media.

4.1.17 TABLE SHOWS MOST FAVOURITE SOCIAL MEDIA

Social media	percentage	No. of. Respondents
Facebook	15%	15
Instagram	51%	51
Twitter	4%	4
YouTube	30%	30
Total	100%	100



4.1.17 CHART SHOWS MOST FAVOURITE SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation that 15% of respondents Favourite social media is Facebook. 51% of respondents Favourite social media is Instagram. 4% of respondents Favourite social media is Twitter. 30% of respondents Favourite social media is YouTube.

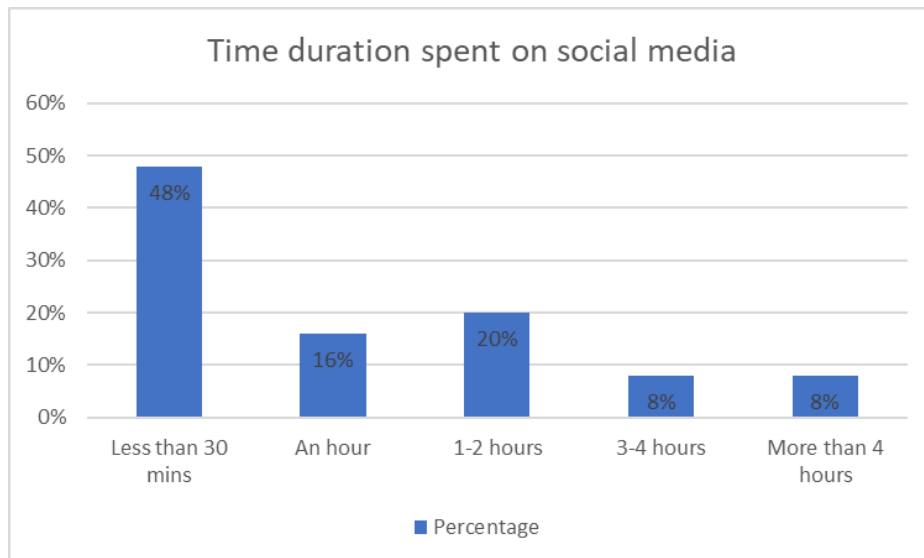
INFERENCE:

Majority of the respondents says Instagram is a most favourite social media.

4.1.18 TABLE SHOWS TIME DURATION SPENT ON SOCIAL MEDIA

Time duration	Percentage	No. of. Respondents
Less than 30 mins	48%	48
An hour	16%	16
1-2 hours	20%	20
3-4 hours	8%	8
More than 4 hours	8%	8

Total	100%	100
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4.1.18 CHART SHOWS TIME DURATION SPENT ON SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation that 48% of respondents spend less than 30 minutes on social media. 16% of respondents spend an hour on social media. 20% of respondent spend 1-2 hours on social media. 8% of respondent spend 3-4 hours on social media. 8% of respondent spend more than 4 hours on social media.

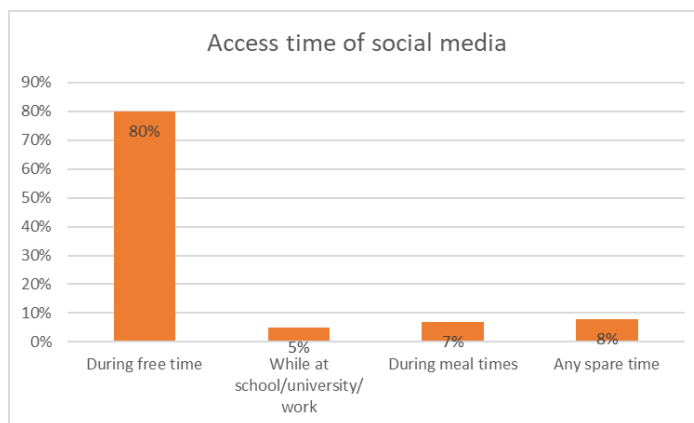
INFERENCE:

Majority of the respondents spent time in social media is less than 30 minutes.

4.1.19 TABLE SHOWS ACCESS TIME OF SOCIAL MEDIA

Particulars	Percentage	No. of Respondents
During free time	80%	80
While at	5%	5

school/university/ work		
During meal times	7%	7
Any spare time	8%	8
Total	100%	100



4.1.19 CHART SHOWS ACCESS TIME OF SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation that 80% of respondents access social media during free time. 5% of respondents access social media while at school or university. 7% of respondent access social media during meal times. 8% of respondent access social media at any spare time.

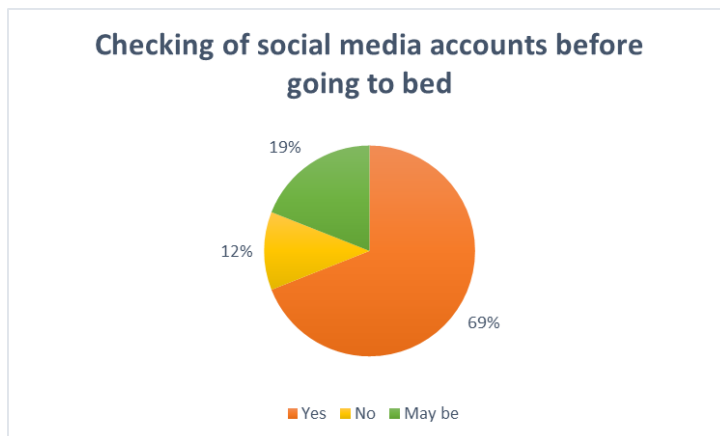
INFERENCE:

Majority of the respondents access social media during free time.

4.1.20 TABLE SHOWS CHECKING OF SOCIAL MEDIA ACCOUNTS BEFORE GOING TO BED

Particulars	Percentage	No. of. Respondents
-------------	------------	---------------------

Yes	69%	69
No	12%	12
May be	19%	19
Total	100%	100



4.1.20 CHART SHOWS CHECKING OF SOCIAL MEDIA ACCOUNTS BEFORE GOING TO BED

INTERPRETATION:

From the above table interpretation that 69% of respondents check social media before going to bed. 12% of respondents will not check social media before going to bed. 19% of respondents may be check social media before going to bed.

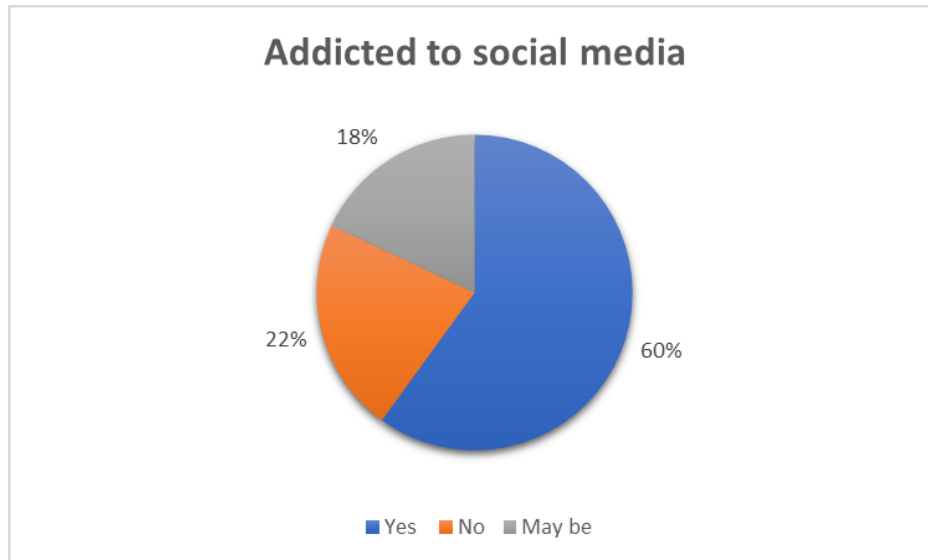
INFERENCE:

Majority of the respondents says yes for checking social media before going to bed.

4.1.21 TABLE SHOWS ADDICTED TO SOCIAL MEDIA

Particulars	Percentage	No. of. Respondents
Yes	60%	60

No	22%	22
May be	18%	18
Total	100%	100



4.1.21 CHART SHOWS ADDICTED TO SOCIAL MEDIA

INTERPRETATION:

From the above table interpretation that 60% of respondents addicted to social media. 22% of respondents is not addicted to social media. 18% of respondents may be addicted to social media.

INFERENCE:

Majority of the respondents says yes they are addicted to social media.

4.9 CHI-SQUARE

Age of respondents and their opinion about images viral

HO (Null Hypothesis) = There is no significant relationship between age of respondents and their opinion about images viral.

H1 (Alternative Hypothesis) = There is a significant relationship between age of respondents and their opinion about images viral.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00002 * VAR00003	100	100.0%	0	0.0%	100	100.0%

VAR00002 ' VAR00003 Crosstabulation

Count

	VAR00003											Total
	agree	Agree	convenience to you	disagree	Disagree	Neutral	nueutral	strongly agree	Strongly agree	strongly disagree	Strongly disagree	
VAR00002 15-25	4	21	0	4	7	9	1	10	10	4	12	82
26-35	0	2	0	1	1	3	1	0	2	0	0	10
36-45	0	2	0	0	0	1	0	0	0	1	2	6
Above 45	0	0	0	0	0	1	0	0	0	0	0	1
age of the respondent	0	0	1	0	0	0	0	0	0	0	0	1
Total	4	25	1	5	8	14	2	10	12	5	14	100

Chi-Square Tests

	Value	df	Asymptotic. Significance. (2-sided)
Pearson Chi-Square	122.939 ^a	40	.000
Likelihood Ratio	34.393	40	.720
N of Valid Cases	100		

a. 49 cells (89.1%) have expected count less than 5. The minimum expected count is .01.

INTERERENCE

From the table it is known that The P value is greater than 0.05 the factors. Hence accept H₀ . There is no significant relationship between age of respondents and their opinion about image viral.

CHAPTER-5

5.1 FINDINGS:

- Majority (83%) of the respondents of my questionnaire is belong to age of 15-25.
 - Majority (50%) of the respondents of my questionnaire is male.
 - Most (86%) of the respondents of my questionnaire is married.
 - 77% of the respondents of my questionnaire are Student.
 - 70% of respondents have account in Instagram.
 - 80% of the respondents check social media accounts daily.
 - Most 28% of the respondents strongly agree mobile is a go to device to access social media.
 - Most (50%) of the respondent post pictures in social media.
 - 89% of respondents have account in social media.
 - 36% of respondents agree YouTube is a social media to watch videos.
 - 76% of respondents used chat app on social media accounts.
 - Most 64% of respondents agree social media accounts can login to other websites.
 - 29% of respondents agree social media is a platform to show our talent.
 - 60% of respondents says social media is helpful for study.
 - 36% of respondents agree social media will make videos/images viral.
-
- 69% of respondents follow their favourite celebrities in social media.
 - 51% of respondents Favourite social media is Instagram.
 - Most 48% of respondents spend less than 30 minutes on social media.

- 80% of respondents access social media during free time.
- 69% of respondents check social media before going to bed.
- 60% of respondents addicted to social media.

5.2 SUGGESTIONS

- Create a specific strategy for each social media platform.
- Be consistent.
- Be aware of your audience and be respectful and sensitive about the content you create or share.
- Focus your messaging.
- Interact with your audience.

CHAPTER-6

6.1 SUMMARY

The truth is that social media can also be beneficial for society. It can help individuals connect and deepen their relationships. Social media also encourages students to learn and grow. And it can empower businesses to build their audiences and boost their bottom line.

6.2 CONCLUSION

- To summarize, despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections, causes depression. In this research, I have explored the harms posed by this uncensored and unmonitored new medium of communication which exposes us all to a gradual breakdown of social cohesion and the destruction of our traditional value systems, unless we take responsibility to ensure that our understanding of social media and its impacts are constantly evaluated with what's happening in the world.
- Now days due to technology advancement especially smart cell phone and mobile data, including elementary school students are using social media.so in addition to its benefits, these students might share its burdens according to researchers the backsides of social media.

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APPENDIX – I

QUESTIONNAIRE

1. Name of the respondent _____

2. Age of the respondent

- A. 15-25
- B. 26-35
- C. 36-45
- D. Above 45

3. Gender of the respondent

- a. Male
- b. Female

4. Marital status

- a. Married
- b. Un Married

5. Occupation of the respondent

- a. Student
- b. Employee
- c. Business
- d. Others

6. which of the following social media website you have an account ? *

- a. Facebook
- b. Twitter
- c. Instagram
- d. Others _____

7. How often you will check-in to your social media accounts ?

- a. Daily
- b. Every hour
- c. Every other day
- d. others

8. Mobile is the go-to device to access our social media feed

- a. Strongly disagree
- b. Disagree
- c. Neutral Agree
- d. Strongly agree

9. posting of pictures, comments etc. regularly in your social media accounts

- a. yes
- b. No
- c. May be

10. Do you have account in social media?

- a. Yes
- b. No
- c. Maybe

11. In social media YouTube is the place to watch videos.

- a. Strongly disagree
- b. Disagree
- c. Neutral Agree
- d. Strongly agree

12. Have you used the chat app on your social media accounts?

- a. Yes
- b. No
- c. Maybe

13. social media accounts can login to other websites of google

- a. Agree
- b. Disagree
- c. Neutral
- d. Strongly disagree
- e. Strongly agree

14. Social media is a platform to show our talent

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

15. Is Social media is helpful for study?

- a. Yes
- b. No
- c. Maybe

16. social media will make a videos/images viral

- a. Strongly disagree
- b. Disagree

- c. Neutral Agree
- d. Strongly agree

17. Do you follow your favourite celebrities in social media?

- a. Yes
- b. No
- c. Maybe

18. Your most favourite social media is

- a. Facebook
- b. Instagram
- c. Twitter
- d. YouTube

19. Time duration do you spend on social media?

- a. Less than 30 mins
- b. An hour
- c. 1-2 hours
- d. 3-4 hours
- e. More than 4 hours

20. When you will access social media

- a. During free time
- b. While at school/university/work
- c. During meal times
- d. Any spare time

21. You will check your social media account before going to bed? *

- a. Yes

- b. No
- c. Maybe

22. Have you considered yourself addicted to social media?

- a. Yes
- b. No
- c. May be