

A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG YOUTH POPULATION

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

ARAVIND.S

Register No. 39410020



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL - 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119
www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ARAVIND.S (39410020)** who have done the project work entitled "**A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG YOUTH POPULATION**" under my supervision from December 2020 to February 2021.

Dr. TR. KALAI LAKSHMI M.A., MBA, M.Phil., Ph.D.

Internal Guide

Dr. BHUVANESHWARI G.

Dean - School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **ARAVIND.S 39410020** hereby declare that the Project Report entitled “**A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG YOUTH POPULATION**” done by me under the guidance of **Dr. TR. KALAI LAKSHMI M.A., MBA, M.Phil., Ph.D.** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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ABSTRACT

Online media contribute an online explanation that connects bunch of local area, who organization and offer the data. There are notable web-based media like Facebook, Wikipedia, twitter, Google+, Pinterest, LinkedIn, Instagram, YouTube and WhatsApp. They are largely interpersonal interaction sites where clients can share their data to people in general. Money managers likewise can advance their items through web-based media and get swarm financing. Online media investigation gathers and dissect the information from web journals and web-based media site that assists business with peopling to outline an insightful choice. Online media likewise impact understudies emphatically to comprehend human practices and contrarily become self-centered and devotee. Accordingly, web-based media is utilized both for development and obliteration reason for individuals from various different backgrounds.

The study is about the impact of social media on youth. The objectives of study is 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.

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CHAPTER - 1

INTRODUCTION

1.1 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.

Web-based media has been essentially characterized to allude to "the numerous generally cheap and broadly open electronic devices that encourage anybody to distribute and get to data, team up on a typical exertion, or assemble relationship" Social media is characterized as sites and applications that empower clients to make and share content or to take part in informal communication. It is the quite possibly the most current and most loved type of Social media including numerous highlights and Social-qualities in it.

It has numerous benefits on the same channel like conveying, messaging, pictures sharing sound and video sharing, quick distributing, connecting with all over the world, direct associating. It is likewise a least expensive quick admittance to the world so it is exceptionally fundamental for all age gathering of people groups. Web use is expanding step by step nowadays with high rates on the whole preposterous. Dominant part of youth is moving rapidly from electronic media like as watchers at home and radio audience members to the online media among all periods of gathering individuals. Presently a day's youth rate is especially moving into web-based media so its effect.

What is Social Media?

Online media alludes to cooperation among individuals in which they can create, share or trade data and thoughts in virtual networks and organizations.

"Social" – alludes to instinctual needs people need to associate with different people.

"Media" – what we use to make associations with different people.

"Online Media" – Media utilized for social cooperation. Online media is the utilization of electronic and web apparatuses to share

what's more, talking about data and encounters with an online local area. The "social" in web-based media infers a discussion. The distinction between online media and the TV is that with the last mentioned, watchers only sometimes draw in with the program-creators of the show that they are watching. Just in time to have program producers venture into the universe of online media.

A portion of the famous online media devices/sites

- WhatsApp
- Twitter
- Facebook
- Google+
- Pinterest
- Blogging
- [Tumblr, Blogger]
- Instagram
- YOUTUBE

History of Social Media

The principal online media webpage that everybody can concur really was web-based media was a site called Six Degrees. It was named after the 'six levels of separation hypothesis and endured from 1997 to 2001. Six Degrees permitted clients to make a profile and afterward companion different clients.

Six Degrees even permitted the individuals who didn't enlist as clients to affirm fellowships and associated many individuals along these lines. From Six Degrees, the web moved into the time of contributing to a blog and texting. In spite of the fact that publishing content to a blog may not seem like web-based media exactly, the term fits since individuals were unexpectedly ready to speak with a blog other immediately just as different peruses.

The expression "blog" is a type of the expression "Weblog" which was authored by Jorn Barger, an early blogger that was the supervisor of the website "Robot Wisdom."

In 2004, Mark Zuckerberg dispatched what might before long turn into the online media monster that would set the bar for any remaining web-based media administrations.

Facebook is the main online media site today and it as of now gloats over a billion clients. However, back in 2004, Facebook (TheFacebook.com at that point) was dispatched only for Harvard understudies. Zuckerberg saw the potential and delivered the support of the world at the site facebook.com.

In 2006, the prominence of text informing or SMS motivated Jack Dorsey, Biz Stone, Noah Glass and Evan Williams to make Twitter, an assistance that had the one-of-a-kind differentiation of permitting clients to send "tweets" to 140 characters or less. Today, Twitter has more than 500 million clients.

Effect of Social Media on Youth

Nowadays web-based media has gotten another arrangement of cool instruments for including youthful people groups. Numerous youngsters' everyday lives are woven by the web-based media.

Youths are in discussion and correspondence with their companions and gatherings by utilizing diverse media and gadgets consistently.

In past years it was seen that youths are in contact with just companions and their gatherings in schools and colleges. But these days adolescents are in contact with referred to companions as well as with obscure individuals through friendly organizing locales, moment messaging and so on.

As indicated by: BBC news exploration of 2013 they examine that 67% Facebook clients are exceptionally normal and well composed of the adolescent and understudies, so these applaud the way that the young and understudy have more clarity of mind and connection. All through the country young people as often as possible utilize the web, cell phones, internet games to convey and assemble data with one another. According to the study in California the underneath table shows what web-based media means for the social wellbeing of California's grown-ups.

1.1.1 Positive sides of online media:

- Learn contemplation Sharing of thoughts, data, information is gotten simple
- It offers the chance to make new companions and get append with old one.
- It's not difficult to publicize or advance any of the item at wide scale.
- It can be the stage for showing the ability of the individual.
- Online correspondence or we can say virtual collaboration is gotten simple.
- It became simple to get familiar with the new things like cooking tips, yoga tips, and so on

1.1.2 Negative Effects of Social Media:

- Today it's not satisfactory that the "outsiders" are particularly in the field of web-based media.
- Kidnapping, murder, theft can be effortlessly done by sharing subtleties via online media. There are numerous cases enrolled in police stations where grown-ups target small kids and draw them into meeting them. Mostly adolescents squander heaps of energy on friendly locales like visiting which additionally impacts their wellbeing.
- Some pointless websites impact youth amazingly that they become fierce and can make some wrong moves.
- Eye Problems: Prolonged utilization of show screens may debilitate vision.
- Addiction: Internet shopping, web-based talking can be addictive.

- Effect on wellbeing: Sitting throughout the day before PCs/PCs may upset body digestion.
- Reduction in proactive tasks
- Teens who use Facebook more may have mental issues, including withdrawn practices, madness and forceful propensities.
- The Desire to Compare: We contrast ourselves with others regarding looks, voyaged objections, shopping binges, companions, etc.
- Lack of Interpersonal Skills: youth regularly disregard the significance and the fitting conduct identified with vis-à-vis contact.
- Sharing excessively Social Distrust Increased nonsensical use, trick calls, undesirable message/cooperation

How to Prevent Social Media Threats?

Install robbery security programming on the entirety of the PCs you use to get to web-based media accounts. Make sure never to tap the crate to save your secret key when you are on a public, work or PC. Use your genuine name at whatever point you pursue web-based media accounts. Avoid giving out close to home data via web-based media locales, like location, telephone number or your introduction to the world date. Change your protection settings on the entirety of your web-based media accounts, so you have control of all the data that is posted.

A Few Facts

- More than half of India's one billion populace is under 35 years old and is at the front line of cell phone unrest.
- More than half of youth in metro city lean towards WhatsApp/We Chat over SMS.
- 51% of youngsters check their destinations more than once per day.
- 22% of teenagers check their site in excess of 10 times each day.
- 39% of youngsters have posted something they later lamented.
- 37% of adolescents have utilized destinations to ridicule different understudies.
- 25% of youngsters have made a profile with a bogus personality.
- 24%of adolescents have hacked into another person's social-networking account.

- 13% of youngsters have posted naked or seminude pictures or recordings of themselves or others.

1.2 INDUSTRY PROFILE

Web-based media stages are home to a great many clients, making them an important spot to promote any organization. Web-based media offers you the chance to impart important data to your current and expected clients, and construct brand mindfulness with individuals who might not have known about you in any case. There are numerous online media stages to browse, yet some will work better compared to others for your modern organization.

LinkedIn, YouTube, Facebook, and Twitter are altogether extraordinary web-based media stages for mechanical organizations hoping to grow their computerized advertising efforts and arrive at their intended interest group where they're as of now investing energy on the web.

Web-based media stages are the absolute most visited locales today and the verification is in the numbers. LinkedIn has an expected 467 million clients, YouTube has 1.3 billion clients, Facebook has 1.86 billion, and Twitter has 320 million. With these sorts of numbers, it's nearly ensured that your crowd is there – and that you can contact them by building a functioning presence.

Furthermore, as the name suggests, online media is a spot for clients to impart substance to other people. So regardless of whether you start with a generally modest number of supporters, as those clients share your data with their companions, your span can develop dramatically.

1.2.1 Online Media Platforms are Most Beneficial for Industrial Companies:

There are a couple of online media stages that are more gainful than others for modern organizations. Every web-based media stage is planned in an unexpected way, and the accompanying four each offer exceptional benefits to anybody searching for sale to the public on the web.

LinkedIn:

Perhaps the greatest advantage of utilizing LinkedIn to showcase your mechanical organization is that it's particularly intended to help experts make associations. At the point when you make a business profile on LinkedIn, you have the chance to expand brand mindfulness, yet additionally start discussions with organizations who might actually make significant accomplices.

You can likewise utilize LinkedIn gatherings to turn out to be important for bigger discussions inside your industry, and distribute unique blog entries to build up your image as a position and an idea chief.

YouTube:

YouTube ought to be a go-to online media stage for any organization that offers items and administrations that are regularly too complex to even think about portraying with text alone. There are such countless freedoms for mechanical substance on YouTube, and you can utilize it to transfer recordings that help your intended interest group see precisely what you have to bring to the table. Furthermore, recordings are amazingly shareable – which means you can utilize them on other web-based media stages also.

On your modern organization's YouTube channel, you can post client tributes, a walkthrough of your office, or recordings showing how your items are made. Remember that to begin an effective YouTube channel for your organization, you don't must have costly video gear – an iPhone or simple to use camera will do the work!

Facebook:

As the biggest online media stage on the planet, Facebook ought to be a piece of any organization's web-based media advertising system. Facebook is an incredible spot to post everything from composed updates to photographs and recordings from your YouTube channel. You can likewise share connects to your site's blog and other supportive online substance.

Twitter:

Despite the fact that Twitter just acknowledges 140-character posts, you can utilize it to direct people to your site and other substance your crowd may appreciate. At the point when you share content that will profit your supporters, they will see you as a proficient asset for their modern requirements.

Therefore, it's an incredible spot to share connects to your modern organization's blog, tributes, or your YouTube channel. You can likewise make short presents on let supporters think about a forthcoming item discharge, or a challenge that you'll be holding. You can likewise utilize Twitter to acquire knowledge into other mechanical organizations' social systems by following them, and urging them to follow you too.

Instagram

Instagram's prevalence has detonated in the previous few years. A billion group have records, and 500 million use Instagram consistently. A crowd of people that broad has advertisers paying heed. In the U.S. alone, Instagram advertising use bounced from 69.2% in 2018 to 75.3% in 2020. Video is a force to be reckoned with for brands, and Instagram has caught lightning in a jug. Clients go through about an hour out of each day on the app³, so there's no contending that visual substance draws consideration. Instagram traverses ages especially well known with recent college grads and Gen Zers and purposes. Modern producers are progressively utilizing Instagram as the favored instrument for enrollment and culture-building.

Its adaptability substantiates measurably. Almost 90% of advertisers surveyed by MediaKix trust Instagram to be the main online media stage for influencer marketing. Instagram ubiquity is well worth utilizing by producers and B2B advertisers.

1.3 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.

This obviously influences the individual ways of life of youth in making social doubt where they have forceful, compromising conduct. Regularly while utilizing web-based media it has the higher danger of digital harassing at the point when somebody sends compromising messages or conversations.

Sharing a lot of data posts, pictures, which prompts protection issues of robbery is normal while refreshing the status. Spending additional time in online frequently they don't pay significance to vis-à-vis correspondence and depend on digital correspondence.

1.4 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.
- ☐ This represents a peril to youth capability to seem shallow however the dreadful impact may rely upon a type of web-based media association.

1.5 SCOPE AND SIGNIFICANCE OF STUDY

The investigation looks to discover the effects of online media among the young on conduct change. While the investigation perceives that new intelligent innovations affect other age gatherings outside the adolescent section, and as such this investigation will restrict itself just to the young people.

1.6 OBJECTIVES OF THE STUDY

1.6.1 Primary Objectives:

To study on the impact of social media among youth population in Chennai city.

1.6.2 Secondary Objectives:

- 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.

1.7 LIMITATIONS OF THE STUDY

The investigation is restricted by time and monetary assets and as result the examination should source for more monetary assets and utilize elective methods. Since few comparable examinations have been finished particularly in establishments of higher learning, there is restricted exact writing on the territory of effects of web-based media on conduct change particularly with regards.

Another normal restriction is that the young may neglect to give right data based on intrusion of them security. The analyst will disclose to them that the investigation is only for scholarly purposes and not motivated by some other interests at all.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. **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. "Online media is a valuable worker yet a risky expert" and can likewise be "portrayed as a two-edge blade" and accordingly, clients particularly understudies should be ready about its perils and be judicious in its use.

2. **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. On the off chance that the understudies utilize these stages in a reasonable manner, it won't hurt their wellbeing. Furthermore, we discovered that there are countless clients who are unconscious of the terms and approaches of the informal communities they are utilizing. Thirdly, we arrived at the resolution that interpersonal organizations assume a positive part in understudies' scholastic exercises.

3. **Masood Badri (2017)**, Studied that A few advantages from utilizing web-based media networks incorporate sharing data and thoughts and improving understanding abilities. In spite of the advantages of support of understudies in online media networks, its abuse could influence the scholarly existence of the understudies and, along these lines, their exhibition. Subsequently, as this investigation shows, online media networks contend with scholarly work for understudies' consideration.

4. **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. The greater part of the employees realized that the understudies are participating in the utilization of SNSs for mingling exercises tolerably than for scholarly purposes. Meanwhile, the positive effects of SNSs on their scholarly exhibition are impressively low.

5. **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. Examination results introduced that a portion of the understudies invest energy one and half hour/day on cell phones. They for the most part utilize the cell phone for calling companions, informing, tuning in to music, watching video/cuts, and particularly utilizing interpersonal interaction locales (Facebook, YouTube, Blogs, Foursquare, Twitter, and so on) Female and male understudies (65%) go through over two hours out of each day on PC and web for comparative purposes.

6. **Tarek A. El-Badawy¹ and Yasmin Hashem¹ (2015)**, Studied that As indicated by this paper, it is a genuine assertion given that the understudies spend between one to over six hours every day via online media stages, like Facebook and Google. In this paper it is infer that there is no negative effect from the utilization of web-based media on the scholarly execution of the school understudies, and it is demonstrated by the Chi Square investigation, which came about with no huge relationship or contrast between both the recurrence of utilizing online media with the general evaluation normal; and with the quantity of hours spent day by day on examining.

7. **Aida Abdulahi (2014)**, Studied that This paper clarified the negative impacts of interpersonal organization locales, for example, Facebook among Asia Pacific University researchers. In light of online media stage's boundless reception by college understudies, there is an interest in how Facebook is identified with scholastic execution. This paper searches for the utilization of, support in exercises and time spent planning for class, to know whether Facebook influences the exhibition of understudies. Besides, the effect of informal organization sites on scholarly execution additionally raised another significant concern which is wellbeing.

8. **Isaac m. Morallo (2014)**, Studied that in the appearance of web innovation, social correspondence utilizing the web turned into the outskirts of everyday correspondence, coordinated effort and systems administration. This examination was led to decide the impacts of Social Networking Sites (SNSs) on understudies' scholastic exhibition in Lyceum of the Philippines – Laguna. The consequences of the investigation showed a genuinely huge positive connection between time spent by understudies on SNSs and their scholarly exhibition.

9. **Imprint Salvation (2014)**, Studied that Audit of existing writing on informal organization destinations uncovered that it has pulled in a huge number of clients because of affordance and reach. The audit shows that it is utilized for various purposes. Notwithstanding, regardless of SNS acquiring acknowledgment in colleges around the globe, the examination on understudies' appropriation of SNS is as yet neglected completely in Malaysia. Consequently, this examination is intended to address this hole in order to give helpful bits of knowledge to future specialists.

10. **Mohamed Tayseer (2014)**, Studied that the exploration directed in this paper gave us a by one way or another a better comprehension of what informal organizations mean for the understudies' life. All in all, all through this examination, we don't really intend to take care of an issue, yet rather we expect to exhibit the significance of informal communities to undergrads, so the partners contemplate our suggestions.

11. **Syed S et.Al. (2014)**, Studied that This investigation tracked down that the significant gathering of urgent Internet uses is youthful grown-ups. In this way, their reliance on the Internet is hazardous. It alludes to investing in extreme measures of energy beginning and keeping up online kinships in visit rooms, which supplant genuine loved ones. casting of cash by participating in urgently utilizing the Internet for betting web based, exchanging and part-taking in online sales. problem related with data looking by over the top web surfing or data set pursuits.

12. **Cain, J.& Katherine (2013)**, Studied that Online media can assist clinical teachers with conquering the difficulties that IPE has generally confronted. It could fill in as a powerful instrument to help interprofessional understudies find out about one another's various jobs and points of view, subsequently assembling trust. All the more critically,

web-based media can likewise assist understudies with learning others in a common online space, filling in as a group to give answers for issues wherein each part's commitment is both esteemed and regarded.

13. **Ezekiel S. Asemah (2013)**, Studied that the paper inspects the impact of web-based media on the scholastic execution of the college understudies of Kogi State University. The review research technique was embraced, utilizing the survey as an instrument of information assortment. In light of the discoveries, the paper infers that openness to online media by the college understudies of Kogi State University has a negative impact on their scholastic exhibition.

14. **Kalra RK and Manani P (2013)**, Studied that the current examination researched the impact of utilization of Social Networking locales on scholastic accomplishment among Introverts and Extroverts. understudies are dealing with their time proficiently and henceforth; utilization of Social Networking Sites doesn't hurt their scholastic presentation. Discoveries proposed that regardless of investing energy in web or on utilizing Social Networking Sites, and even with the character contrasts understudies are proficient enough for their investigations that they don't confront any lack in gathering their examinations' necessities.

15. **Noreen k (2013)**, Studied that This paper highlights the connection between Internet enslavement and scholarly execution among college students. It additionally recommends that There is a negative connection between web compulsion and scholastic execution of college under graduate. Web dependence contrarily affects scholarly execution of college students.

16. **Mehmood, S. what's more, Taswir, T. (2013)**, Studied that The gainful after effects of this mission and the utilizations and satisfactions featured in this examination, shows informal communities as a critical impact in the scholarly execution of understudies. The examination additionally reasons that a huge segment of understudies exploit the significance of human homeroom vis-à-vis guidance, the informal organizations utilized for instructive/coaching ought to have the option to apply these standards in a virtual study hall.

17. **Raj Kumari Kalra (2013)**, Studied that This paper is based on the discoveries of current investigation that understudies are dealing with their time proficiently and thus, utilization of Social Networking Sites doesn't hurt their scholastic exhibition. Discoveries recommended that notwithstanding of investing energy in web or on utilizing Social Networking Destinations, and even with the character contrasts understudies are proficient enough for their examinations that they don't confront any insufficiency in gathering their investigations' necessities.

18. **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. Experimental proof, be that as it may, has slacked in supporting the claim. Most of the current examination on the utility and viability of online media in the advanced education class is restricted to self-revealed information (e.g., studies, polls) and substance investigations. This paper sums up the academic compositions just as audits the discoveries of experimental examinations.

19. **Tuan, N. what's more, Tu. N (2013)**, Studied that the review results additionally uncover that Facebook helps UEB understudies communicate without the issue of "dread of shame" in vis-à-vis association. 63 more than 134 respondents concede that online long range interpersonal communication permits them to feel greater in communicating and talking about thoughts, and connecting with companions and educators As one coin has different sides, Facebook adversely affects understudies.

20. **Ahsanul Haq and Sohail Chand (2012)**, Studied that This paper investigates the notoriety and utilization example of Facebook among the University understudies. Male and female on the normal invest equivalent energy on the web. In spite of the fact that female clients invest more energy on Facebook than their partners yet male clients have more Facebook companions. Facebook use, as a rule, antagonistically influences the scholarly presentation of understudies yet this unfriendly impact is noticed more prominent for male understudies.

21. **Alloway, T. and Alloway R. (2012)**, Studied that Paper examined the utilization of Facebook, Twitter, and YouTube in a gathering of youthful grown-ups and tried their

working memory, attentional abilities, and announced degrees of social connectedness. Results showed that specific exercises in Facebook, (for example, checking companions' notices) and YouTube (advising a companion to watch a video) anticipated working memory test execution. The discoveries likewise demonstrated that Active and Passive SNS clients had subjectively various profiles of attentional control.

22. **Amy W. (2012)**, Studied that This article proposes that There are far less PC addicts than anticipated on Trinity College grounds, however most of the members showed at least one indication of addiction. Computer game play appears to cause side effects of enslavement which might be because of PC games having striking characteristics. Game sorts appear to be made out of various highlights that are more alluring to various genders; Males appreciate Strategy, first-individual shooters, and experience games while females appreciate puzzle, social, and question and answer contests.

23. **Hilarie Cash (2012)**, Studied that This paper is to give an ideally short outline of exploration on IAD and hypothetical contemplations from a useful point of view dependent on long periods of everyday work with customers experiencing Internet habit. Besides, with this paper he expects to acquire viable involvement with the discussion about the inevitable consideration of IAD in the following adaptation of the Diagnostic and Statistical Manual of Mental Disorders (DSM).

24. **Madhur Raj Jain (2012)**, Studied that as indicated by this paper, it was tracked down that these long-range informal communication destinations are going about as incredible a vehicle for sea assembly. Individuals are without feeling in sharing their musings on any issue and even youth is raising their voice against social demonstrations like infringement of Human Rights, defilement and so on A large portion of individuals believe that adolescent can assume a positive part in changing our general public which is address in the majority of the reactions to various questions.

25. **Ruti Gafni and Moran Deri (2012)**, Studied that This paper clarified the impact of Facebook on the understudies' learning cycle in undergrad requesting resources, like designing. Specifically, it was pointed toward recognizing different expenses and

advantages related with the understudies' utilization of Facebook and researching the effect of the universities/schools' Facebook pages on the understudies' utilization of Facebook for learning purposes. Notwithstanding, it was tracked down that social exercises on Facebook devoured a lot of the understudies' time, during the surfing and surprisingly after, along these lines adversely influencing their learning cycle.

26. **Rouis S. (2012)**, Studied that the examination configuration recommends that this effect would fluctuate among understudies with various interests for the college and performing multiple tasks abilities. Facebook use would build up understudies' fulfillment with loved ones, which could upgrade their scholastic presentation. Generally speaking, however, Facebook use seems to don't significantly affect college understudies' scholarly exhibition. Nonetheless, understudies who don't have these attributes keep an eye on not having any critical impact.

27. **Shahzad Khan (2012)**, Studied that Individuals for the most part utilize person to person communication sites because of the impact of their companions and the completely normal individuals who utilize interpersonal interaction sites because of their companions' impact is 67.3% of absolute populace. Scholarly execution examination with utilization of interpersonal interaction sites shows that individuals having 3.0 to 3.5 GPA (grade normal point) generally utilize informal communication sites and the all-out normal of individuals having GPA ranges between 3.0 to 3.5 is 48.8% of absolute populace. Individuals having 3.0 to 3.5 GPA for the most part utilizes long range informal communication sites for amusement.

28. **Syarif Husin Lubis (2012)**, Studied that No distinction in utilizing Facebook among male and female. The distinctive just discovered between races. Modest number of understudies utilizing Facebook for business purposes the greater part of Biomedical Science understudies utilizing for visiting and divider post. The time spent on Facebook has not influenced Students' CGPA accomplishment on Biomedical understudies at FSK, UKM.

29. **Tracy Packiam Alloway (2012)**, Studied that the point of the current examination was to research the impact of informal communication destinations (SNSs) commitment on psychological and social abilities. We explored the utilization of

Facebook, Twitter, and YouTube in a gathering of youthful grown-ups and tried their working memory, attentional abilities, and detailed degrees of social connectedness. Results showed that specific exercises in Facebook, (for example, checking companions' announcements) and YouTube (advising a companion to watch a video) anticipated working memory test execution. The discoveries additionally showed that Active and Passive SNS clients had subjectively various profiles of attentional control.

30. **Zaidieh A. (2012)**, Studied that This paper will sum up some difficulties and freedoms to utilize interpersonal interaction as instructive apparatus. This paper attempts to feature the utilization of informal communication in training and clarify the benefits and burdens of utilizing interpersonal interaction for instructive reasons. Also, this paper tended to some of past examinations about the connection between interpersonal interaction and schooling.

31. **Ahmet an et.Al. (2011)**, Studied that This paper recommends that to inspect the connections between web enslavement and melancholy, tension, and stress. Web habit was discovered decidedly with gloom, nervousness, and stress. As indicated by way investigation results, despondency, uneasiness, and stress were anticipated decidedly by web enslavement. This exploration shows that web dependence straightforwardly affects sorrow, uneasiness, and stress.

32. **Ishfaq Ahmed and Tehmina Fiaz Qazi (2011)**, Studied that This investigation suggests the investigation of connection between SNSs utilization and instructive execution of the understudy clients. The reality approached in present investigation is that SNSs are mostly utilized for non-scholastic purposes by the understudies. An intriguing end has been drawn based on the discoveries of current examination that understudies are dealing with their time productively and henceforth, utilization of SNSs doesn't hurt their scholastic presentation.

33. **Kesaraporn W. (2011)**, Studied that Paper highlights that Internet compulsion (IA) is a generally new field of scholarly request. Exact investigations propose that IA, as other well-informed addictive practices, affects numerous parts of an individual's life, including scholastic/work execution, connections, and physical and emotional well-

being according to youthful said, it shows side effects of dependent individuals when they go disconnected.

34. **Prasanna C. et Al. (2007)**, Studied that the paper says Internet Addiction is a contemporary issue achieved by simple admittance to PCs and online information. This paper looks at research patterns nearby Internet fixation and provides the board suggestions for strategy advancement and arranging. In particular, this identifies the main analysts, establishments, specialization, and data dissemination outlets for Internet enslavement research in the last quarter of the 10th Century to the present.

35. **Pinnacle Busch (1995)**, Studied that This investigation pointed to investigate sexual orientation contrasts with respect to PC demeanor and saw self-adequacy being used of computer among understudies it discovered solid sex distinction in degrees of computing self-efficacy expectations. Also, it not discovered sex contrast and PC mentality and self-efficacy assumptions are unequivocally correlated. Male understudies have more PC experience in programming and PC games detailed that they had greater support from guardians and friends.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research design is taken in this study.

3.2 SAMPLING TECHNIQUE

Convenience Sampling method is adopted to conduct survey.

3.3 SOURCES OF DATA

The data is collected for the project work was from two sources

3.3.1 Primary Data

Collected directly from the respondent with the help of a questionnaire.

3.3.2 Secondary Data

Journal, company websites, conference proceedings.

3.4 STRUCTURE OF QUESTIONNAIRE

Structure of questionnaire is multiple choice questions and Likert's scale questions.

3.5 SAMPLE SIZE

Sample size of 132 respondents is taken.

3.6 PERIOD OF STUDY

Study is carried out from December 2020 to February 2021.

3.7 ANALYTICAL TOOLS

- Percentage analysis method.
- Chi square
- ANOVA

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

Particulars	No. of Respondents	Percentage
Male	86	65.15%
Female	46	34.85%
Total	132	100.00%

Source: Primary Data

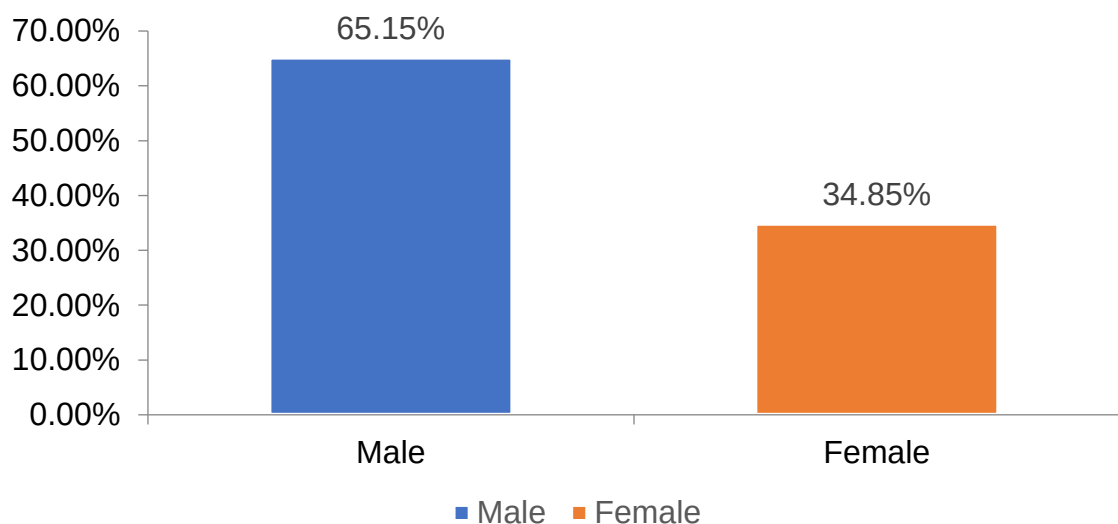


Chart 4.1.1: Showing Gender wise classification of respondents

Interpretation:

From the above table it is interpreted that 65.15% are Male respondents and 34.85% are female respondents.

Inference:

Majority (65.15%) of the respondents are male.

Table 4.1.2: Showing Age wise classification of respondents

Particulars	No. of Respondents	Percentage
Below 18 Years	54	40.91%
18-28 Years	41	31.06%
28-38 Years	19	14.39%
38-48 Years	9	6.82%
Above 48 Years	9	6.82%
Total	132	100.00%

Source: Primary Data

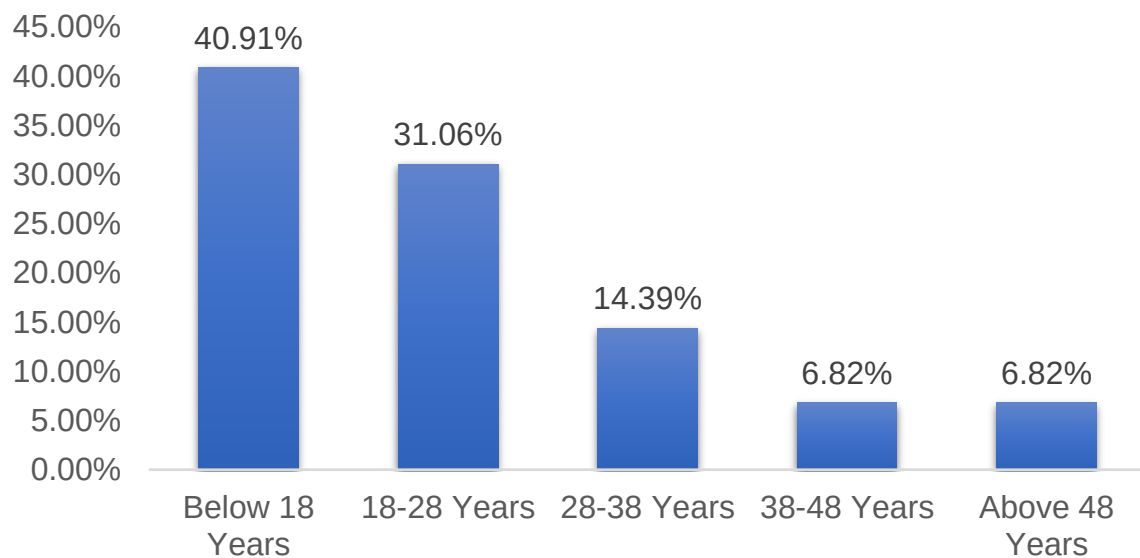


Chart 4.1.2: Showing Age wise classification of respondents

Interpretation:

From the above table its interpreted that 40.91% of respondents are below 18 years, 31.06% of respondents of 18-28 years category, 14.39% of respondents of 28-38 years category, 6.82% of respondents of 38-48 years category, 6.82% of respondents of 48 and above years category.

Inference:

Majority (40.91%) of the respondents are below 18 age categories.

Table 4.1.3: Income wise classification of respondents

Particulars	No. of Respondents	Percentage
Below 10000	44	33.33%
10000 – 20000	35	26.52%
20000 – 30000	20	15.15%
30000 – 50000	21	15.91%
Above 50000	12	9.09%
Total	132	100.00%

Source: Primary Data

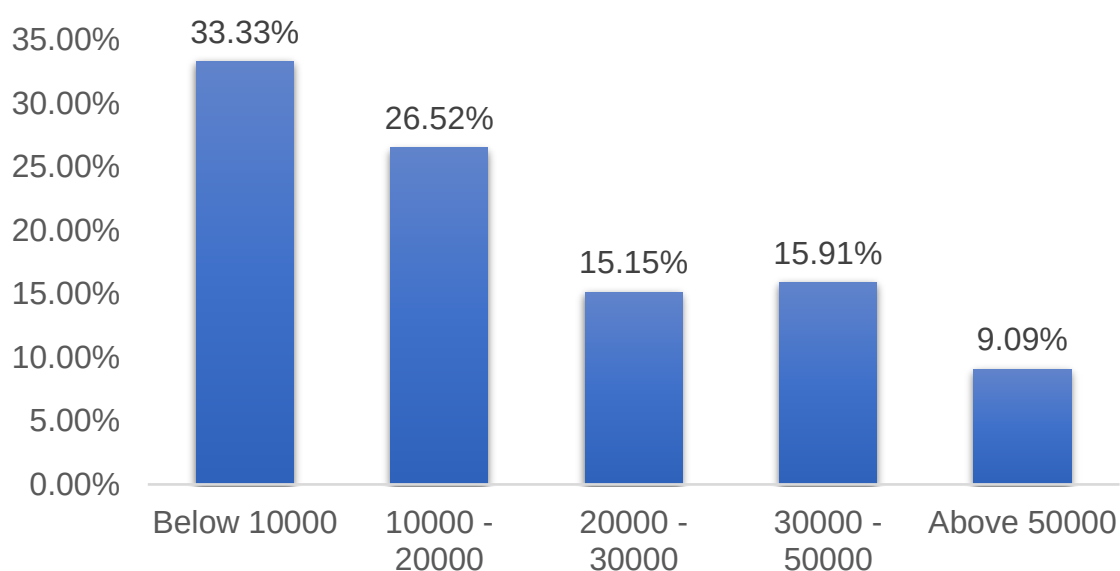


Chart 4.1.3: Showing Family Income wise classification of respondents

Interpretation:

From the above table its interpreted that 33.33% of respondents are below 10000, 26.52% of respondents of 10000 to 20000 category, 15.15% of respondents of 20000 to 30000 category, 15.91% of respondents of 30000 to 50000 category, 6.82% of respondents of above 50000 of category.

Inference:

Majority (33.33%) of the respondents below 10000 are monthly income categories.

Table 4.1.4: Classification of respondents based on their first year of using social network

Particulars	No. of Respondents	Percentage
Below 15 Years	32	24.24%
15-20 Years	28	21.21%
20-25 Years	18	13.64%
25-35 Years	14	10.61%
35-45 Years	11	8.33%
45-55 Years	23	17.42%
Above 55 Years	6	4.55%
Total	132	100.00%

Source: Primary Data

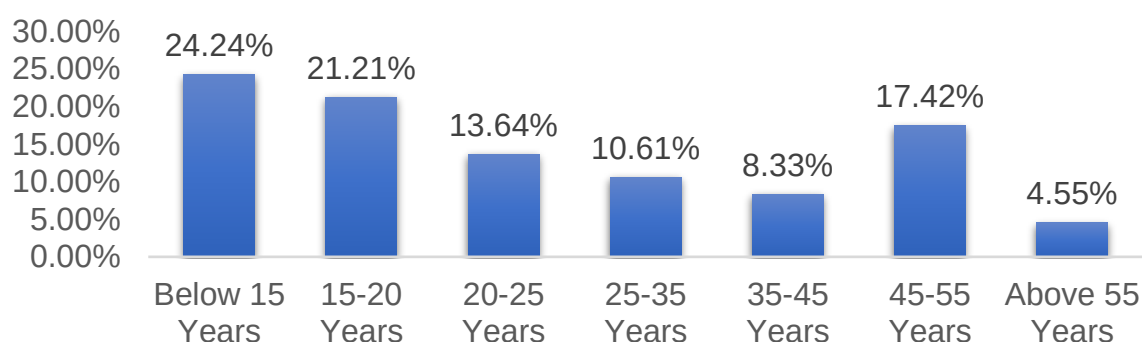


Chart 4.1.4: Classification of respondents based on their first year of using social network

Interpretation:

From the above table its interpreted that 24.24% of respondents are below 15 years, 21.21% of respondents of 15 to 20 years category, 13.64% of respondents of 20-25 years category, 10.61% of respondents of 25 to 35 years category, 8.33% of respondents of 35 to 45 years category, 17.42% of respondents are 45 to 55 years category, 4.55% of respondents are 55 and above years category.

Inference:

Majority (24.24%) of the respondents are below 15 age categories.

Table 4.1.5: Showing How Many Hours In a Day You Spent For Social Media wise classification of respondents

Particulars	No. of Respondents	Percentage
1-2 Hours	41	31.06%
2-3 Hours	34	25.76%
3-4 Hours	28	21.21%
4-5 Hours	14	10.61%
More than 5 Hours	15	11.36%
Total	132	100.00%

Source: Primary Data

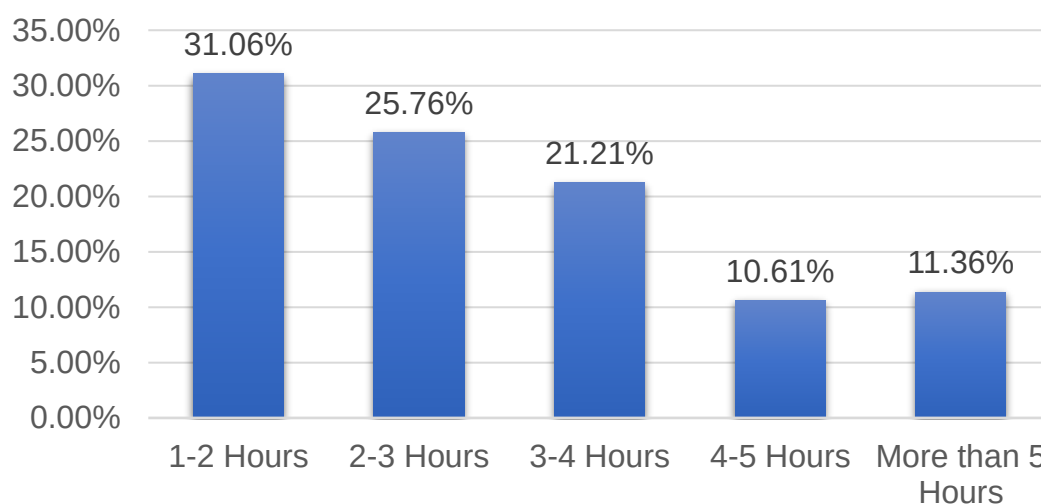


Chart 4.1.5: Showing How Many Hours in a Day You Spent for Social Media wise classification of respondents

Interpretation:

From the above table its interpreted that 31.06% of respondents are 1 to 2hours, 25.76% of respondents of 2 to 3hours category, 21.21% of respondents of 3 to 4hours category, 10.61% of respondents of 4 to 5hours category, 11.36% of respondents of more than 5 hours category.

Inference:

Majority (31.06%) of the respondents are 1 to 2 hours in a day spent for social media.

Table 4.1.6.1: Ranking given to respondents for Facebook app

Ranking	No. of Respondents	Percentage
1	72	54.55%
2	14	10.61%
3	11	8.33%
4	1	0.76%
5	8	6.06%
6	5	3.79%
7	0	0.00%
8	3	2.27%
9	5	3.79%
10	13	9.85%
Total	132	100.00%

Source: Primary Data

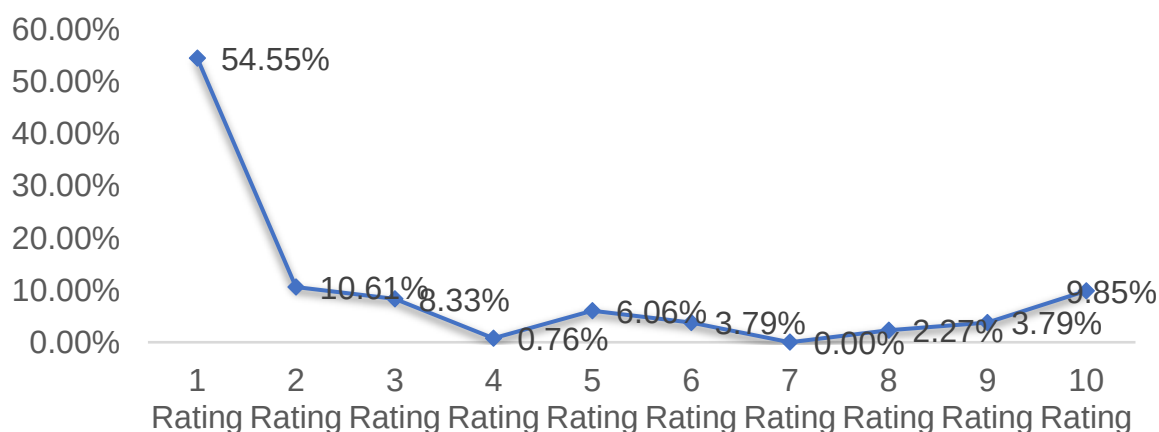


Chart 4.1.6.1: Ranking given to respondents for Facebook app Interpretation:

From the above table it is interpreted that 54.55% of the respondents have given 1 rating to Facebook, 10.61% have given 2 rating, 8.33% have given 3 rating, 0.76% have given 4 rating, 6.06% have given 5 rating, 3.79% have given 6 rating, 0.00% have given 7 rating, 2.27% have given 8 rating, 3.79% have given 9 rating, and 9.85% have given 10 rating to Facebook app.

Inference:

Majority (54.55%) of the respondents have given Rank 1 to Facebook app.

Table 4.1.6.2: Ranking by the respondents for Instagram app

Ranking	No. of Respondents	Percentage
1	15	11.36%
2	62	46.97%
3	10	7.58%
4	7	5.30%
5	2	1.52%
6	4	3.03%
7	3	2.27%
8	3	2.27%
9	11	8.33%
10	15	11.36%
Total	132	100.00%

Source: Primary Data

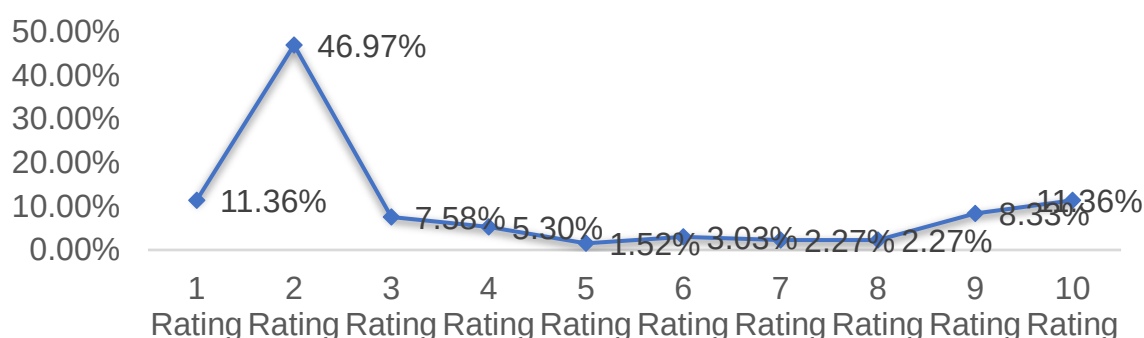


Chart 4.1.6.2: Ranking given to respondents for Instagram app

Interpretation:

From the above table it is interpreted that 11.36% of the respondents have given 1 rating to Instagram, 46.97% have given 2 rating, 7.58% have given 3 rating, 5.30% have given 4 rating, 1.52% have given 5 rating, 3.03% have given 6 rating, 2.27% have given 7 rating, 2.27% have given 8 rating, 8.33% have given 9 rating, and 11.36% have given 10 rating.

Inference:

Majority (46.97%) of the respondents have given Rank 2 to Instagram app.

Table 4.1.6.3: Ranking given by the respondents for You tube app

Ranking	No. of Respondents	Percentage
1	38	28.79%
2	14	10.61%
3	33	25.00%
4	8	6.06%
5	3	2.27%
6	3	2.27%
7	1	0.76%
8	7	5.30%
9	5	3.79%
10	20	15.15%
Total	132	100.00%

Source: Primary Data

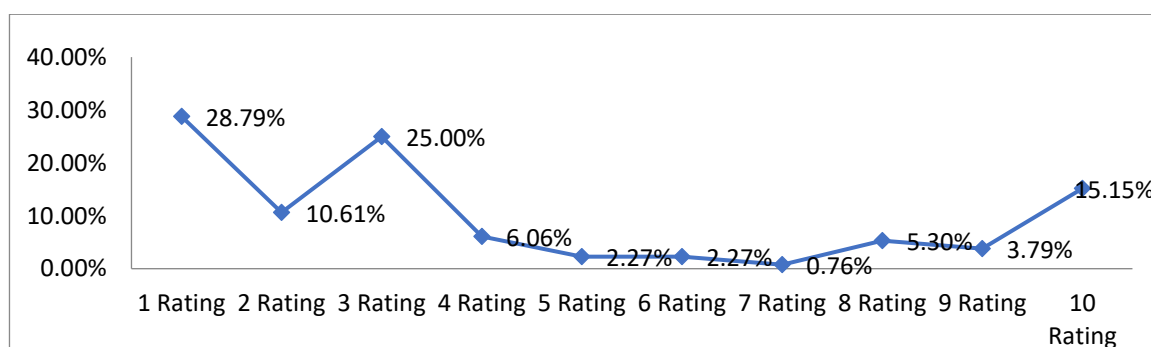


Chart 4.1.6.3: Ranking given by the respondents for You tube app

Interpretation:

From the above table it is interpreted that 28.79% of the respondents have given 1 rating to YouTube, 10.61% have given 2 rating, 25,00% have given 3 rating, 6.06% have given 4 rating, 2.27% have given 5 rating, 2.27% have given 6 rating, 0.76% have given 7 rating, 5.30% have given 8 rating, 3.79% have given 9 rating, and 15.15% have given 10 rating.

Inference:

Majority (28.79%) of the respondents have rated YouTube in 1 rating.

Table 4.1.6.4: Ranking given by the respondents for LinkedIn

Ranking	No. of Respondents	Percentage
1	23	17.42%
2	33	25.00%
3	11	8.33%
4	22	16.67%
5	5	3.79%
6	4	3.03%
7	11	8.33%
8	6	4.55%
9	8	6.06%
10	9	6.82%
Total	132	100.00%

Source: Primary Data

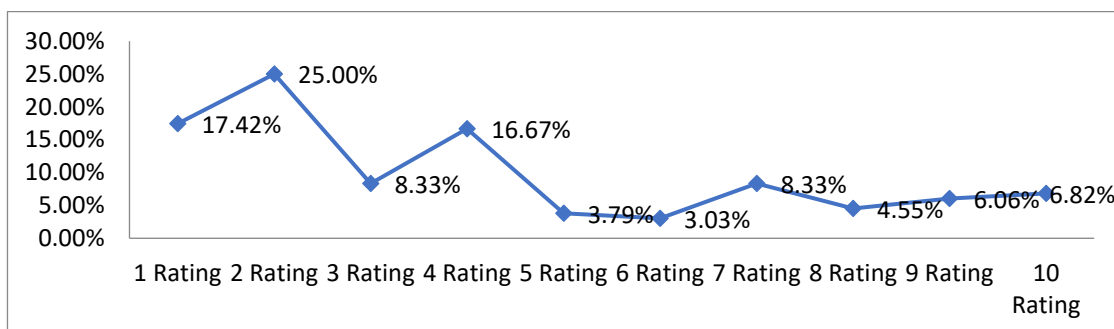


Chart 4.1.6.4: Ranking given by the respondents for LinkedIn

Interpretation:

From the above table it is interpreted that 17.42% of the respondents have given 1 rating to LinkedIn, 25.00% have given 2 rating, 8.33% have given 3 rating, 16.67% have given 4 rating, 3.79% have given 5 rating, 3.03% have given 6 rating, 8.33% have given 7 rating, 4.55% have given 8 rating, 6.06% have given 9 rating, and 6.82% have given 10 rating.

Inference:

Majority (25.00%) of the respondents have rated LinkedIn in 2 rating.

Table 4.1.6.5: Ranking given by the respondents for Twitter app

Ranking	No. of Respondents	Percentage
1	37	28.03%
2	19	14.39%
3	20	15.15%
4	9	6.82%
5	7	5.30%
6	6	4.55%
7	6	4.55%
8	7	5.30%
9	9	6.82%
10	12	9.09%
Total	132	100.00%

Source: Primary Data

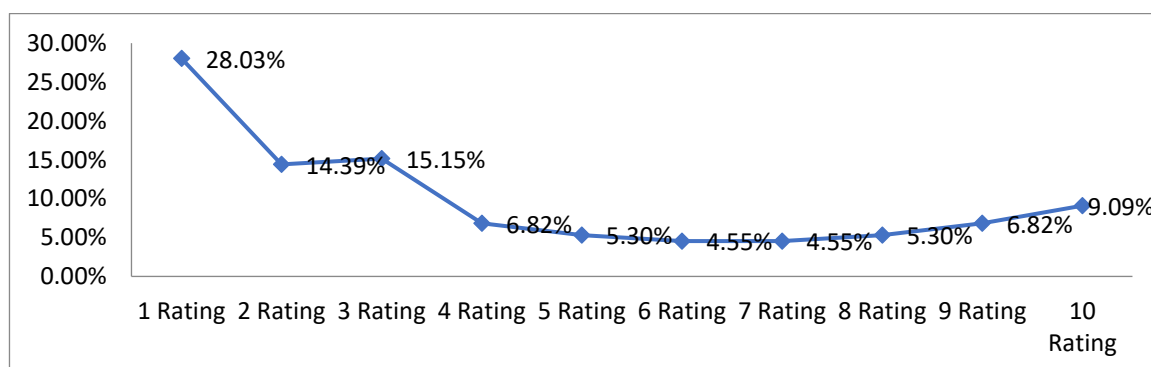


Chart 4.1.6.5: Ranking given by the respondents for Twitter app

Interpretation:

From the above table it is interpreted that 28.03% of the respondents have given 1 rating to Twitter, 14.39% have given 2 rating, 15.15% have given 3 rating, 6.82% have given 4 rating, 5.30% have given 5 rating, 4.55% have given 6 rating, 4.55% have given 7 rating, 5.30% have given 8 rating, 6.82% have given 9 rating, and 9.09% have given 10 rating

Inference:

Majority (28.03%) of the respondents have rated Twitter in 1 rating.

Table 4.1.6.6: Ranking given by the respondents for Pinterest app

Ranking	No. of Respondents	Percentage
1	21	15.91%
2	40	30.30%
3	19	14.39%
4	4	3.03%
5	6	4.55%
6	8	6.06%
7	5	3.79%
8	10	7.58%
9	9	6.82%
10	10	7.58%
Total	132	100.00%

Source: Primary Data

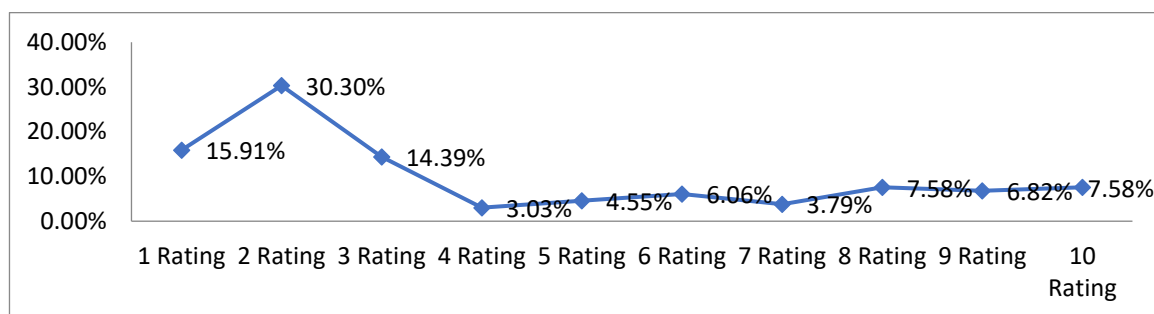


Chart 4.1.6.6: Ranking given by the respondents for Pinterest app

Interpretation:

From the above table it is interpreted that 15.91% of the respondents have given 1 rating to Pinterest, 30.30% have given 2 rating, 14.39% have given 3 rating, 3.03% have given 4 rating, 4.55% have given 5 rating, 6.06% have given 6 rating, 3.79% have given 7 rating, 7.58% have given 8 rating, 6.82% have given 9 rating, and 7.58% have given 10 rating.

Inference:

Majority (30.30%) of the respondents have rated Pinterest in 2 rating.

Table 4.1.6.7: Ranking given by the respondents for Snapchat app

Ranking	No. of Respondents	Percentage
1	43	32.58%
2	22	16.67%
3	19	14.39%
4	7	5.30%
5	8	6.06%
6	4	3.03%
7	5	3.79%
8	8	6.06%
9	5	3.79%
10	11	8.33%
Total	132	100.00%

Source: Primary Data

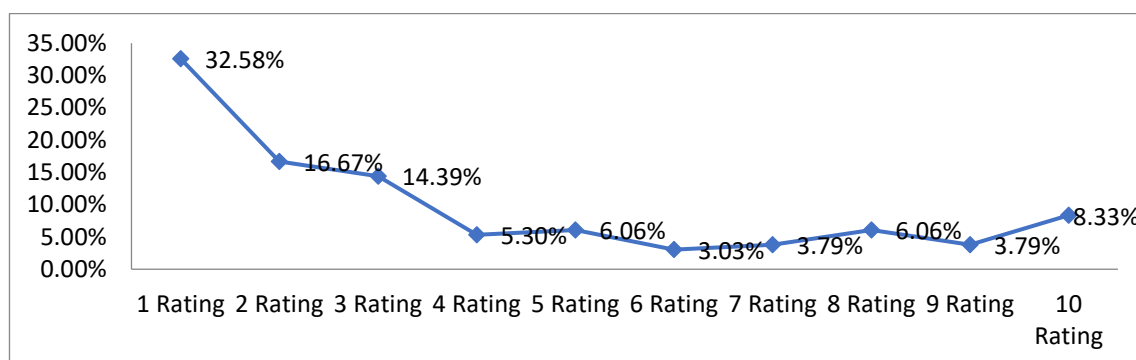


Chart 4.1.6.7: Ranking given by the respondents for Snapchat app

Interpretation:

From the above table it is interpreted that 32.58% of the respondents have given 1 rating to Snapchat, 16.67% have given 2 rating, 14.39% have given 3 rating, 5.30% have given 4 rating, 6.06% have given 5 rating, 3.03% have given 6 rating, 3.79% have given 7 rating, 6.06% have given 8 rating, 3.79% have given 9 rating, and 8.33% have given 10 rating.

Inference:

Majority (32.58%) of the respondents have rated Snapchat in 1 rating.

Table 4.1.6.8: Ranking given by the respondents for WhatsApp

Ranking	No. of Respondents	Percentage
1	29	21.97%
2	36	27.27%
3	16	12.12%
4	8	6.06%
5	1	0.76%
6	5	3.79%
7	4	3.03%
8	5	3.79%
9	13	9.85%
10	15	11.36%
Total	132	100.00%

Source: Primary Data

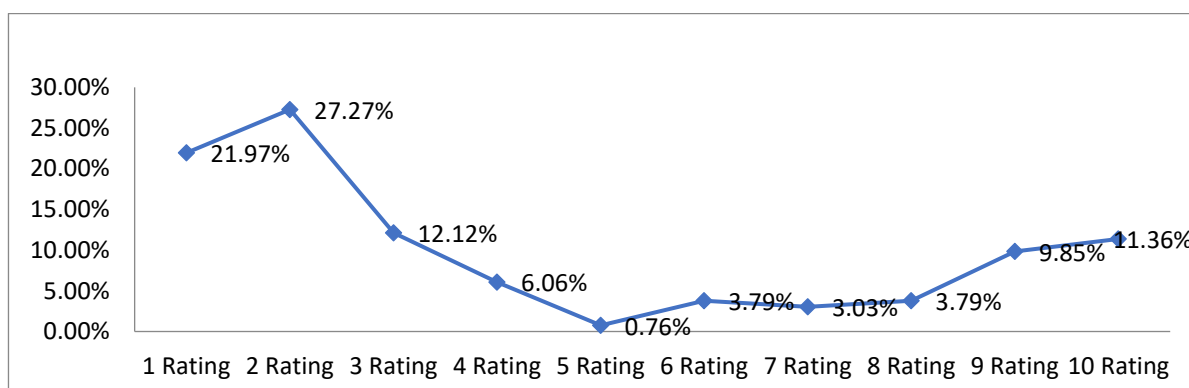


Chart 4.1.6.8: Ranking given by the respondents for WhatsApp

Interpretation:

From the above table it is interpreted that 21.97% of the respondents have given 1 rating to WhatsApp, 27.27% have given 2 rating, 12.12% have given 3 rating, 6.06% have given 4 rating, 0.76% have given 5 rating, 3.79% have given 6 rating, 3.03% have given 7 rating, 3.79% have given 8 rating, 9.85% have given 9 rating, and 11.36% have given 10 rating.

Inference:

Majority (27.27%) of the respondents have rated WhatsApp in 2 rating.

Table 4.1.6.9: Ranking given by the respondents for Telegram

Ranking	No. of Respondents	Percentage
1	33	25.00%
2	25	18.94%
3	23	17.42%
4	9	6.82%
5	4	3.03%
6	5	3.79%
7	1	0.76%
8	4	3.03%
9	15	11.36%
10	13	9.85%
Total	132	100.00%

Source: Primary Data

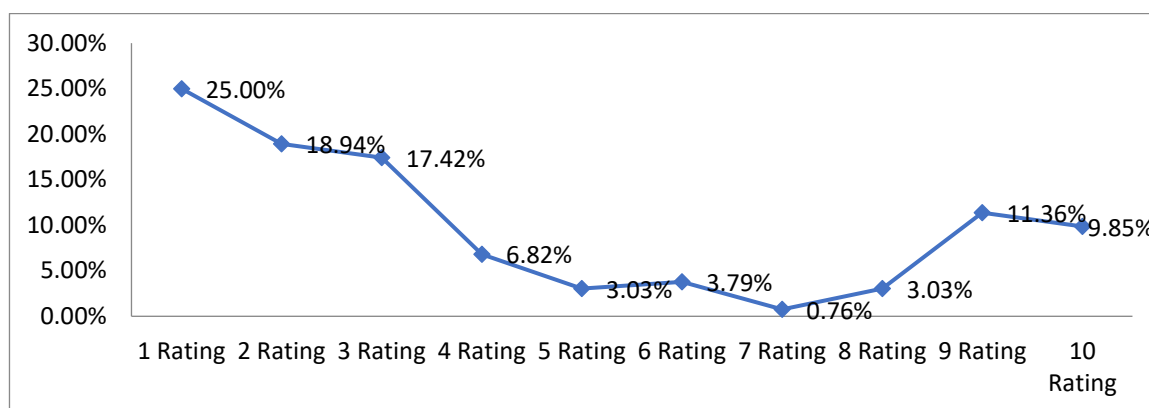


Chart 4.1.6.9: Ranking given by the respondents for Telegram

Interpretation:

From the above table it is interpreted that 25.00% of the respondents have given 1 rating to Telegram, 18.94% have given 2 rating, 17.42% have given 3 rating, 6.82% have given 4 rating, 3.03% have given 5 rating, 3.79% have given 6 rating, 0.76% have given 7 rating, 3.03% have given 8 rating, 11.36% have given 9 rating, and 9.85% have given 10 rating.

Inference:

Majority (25.00%) of the respondents have rated Telegram in 1 rating.

Table 4.1.6.10: Ranking given by the respondents for Hike

Ranking	No. of Respondents	Percentage
1	23	17.42%
2	38	28.79%
3	24	18.18%
4	9	6.82%
5	3	2.27%
6	6	4.55%
7	2	1.52%
8	5	3.79%
9	11	8.33%
10	11	8.33%
Total	132	100.00%

Source: Primary Data

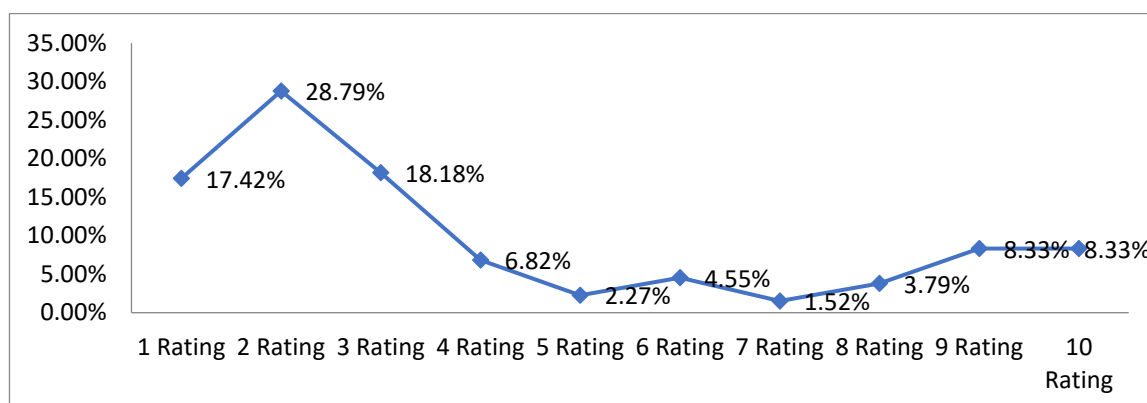


Chart 4.1.6.10: Ranking given by the respondents for Hike

Interpretation:

From the above table it is interpreted that 17.42% of the respondents have given 1 rating to Hike, 28.79% have given 2 rating, 18.18% have given 3 rating, 6.82% have given 4 rating, 2.27% have given 5 rating, 4.55% have given 6 rating, 1.52% have given 7 rating, 3.79% have given 8 rating, 8.33% have given 9 rating, and 8.33% have given 10 rating.

Inference:

Majority (28.79%) of the respondents have rated Hike in 2 rating.

Table 4.1.7: Showing Type of Social Media wise classification of respondents

Particulars	WHATS APP	FB	TWITTER	YOUTUBE	INSTA
Always	77.27%	13.64%	27.27%	28.79%	31.82%
Often	9.85%	48.48%	18.94%	31.06%	29.55%
Sometimes	9.85%	25.00%	35.61%	24.24%	18.94%
Rarely	2.27%	9.85%	9.09%	15.91%	10.61%
Never	0.76%	3.03%	9.09%	0.00%	9.09%

Source: Primary Data

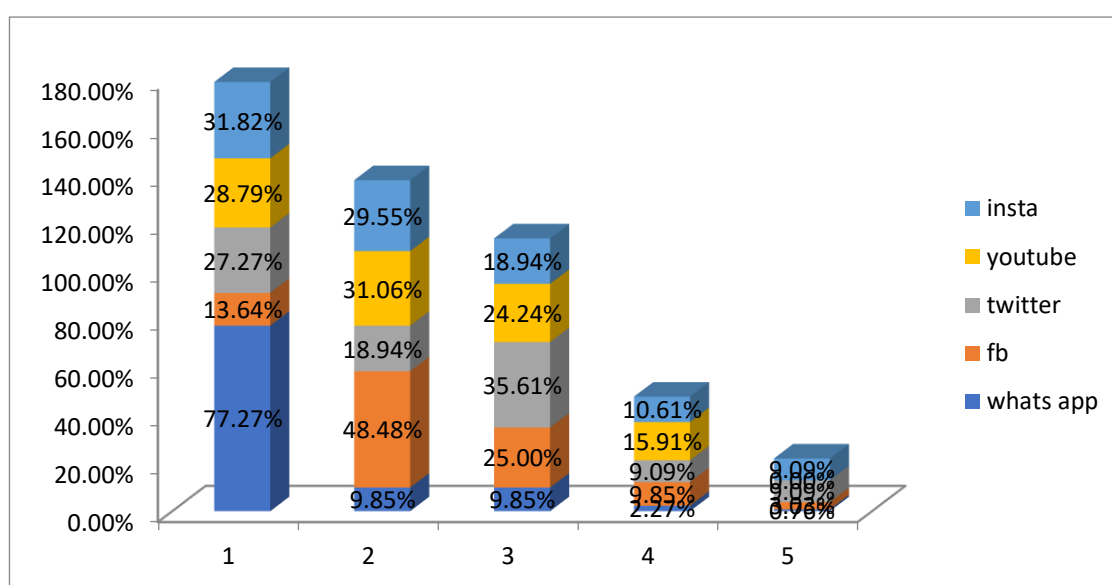


Chart 4.1.7: Showing Type of Social Media wise classification of respondents

Interpretation:

From the above table its interpreted that 77.27% of respondents are always, 9.85% of respondents of often category, 9.85% of respondents of sometimes category, 2.27% of respondents of rare category, 0.76% of respondents of never category.

From the above table its interpreted that 13.64% of respondents are always, 48.48% of respondents of often category, 25.00% of respondents of sometimes category, 9.85% of respondents of rare category, 3.03% of respondents of never category.

From the above table its interpreted that 27.27% of respondents are always, 18.94% of respondents of often category, 35.61% of respondents of sometimes category, 9.09% of respondents of rare category, 9.09% of respondents of never category.

From the above table its interpreted that 28.79% of respondents are always, 31.06% of respondents of often category, 24.24% of respondents of sometimes category, 15.91% of respondents of rare category, 0.00% of respondents of never category.

From the above table its interpreted that 31.82% of respondents are always, 29.55% of respondents of often category, 18.94% of respondents of sometimes category, 10.61% of respondents of rare category, 9.09% of respondents of never category.

Inference:

- Majority (77.27%) of the respondents are always use WhatsApp social media.
- Majority (48.48%) of the respondents are often use Facebook social media.
- Majority (35.61%) of the respondents are sometimes use Twitter social media.
- Majority (31.06%) of the respondents are often use YouTube social media.
- Majority (31.82%) of the respondents are always use Instagram social media.

Table 4.1.8: Showing Common Usage of Social Networking Sites wise classification of respondents

Particulars	Percentage					Total
	Always	Often	Sometimes	Rare	Never	
Interact with New People	59.85%	16.67%	12.12%	5.30%	6.06%	100.00%
Professional Work	18.94%	56.82%	16.67%	5.30%	2.27%	100.00%
Pass Leisure Time	35.61%	27.27%	28.79%	4.55%	3.79%	100.00%
Share Pictures or Videos	20.45%	42.42%	22.73%	12.88%	1.52%	100.00%
Research New Products	43.18%	28.03%	19.70%	7.58%	1.52%	100.00%
Stay Up to Date	25.00%	48.48%	15.91%	6.82%	3.79%	100.00%
Job Market	22.73%	34.85%	33.33%	6.06%	3.03%	100.00%

Source: Primary Data

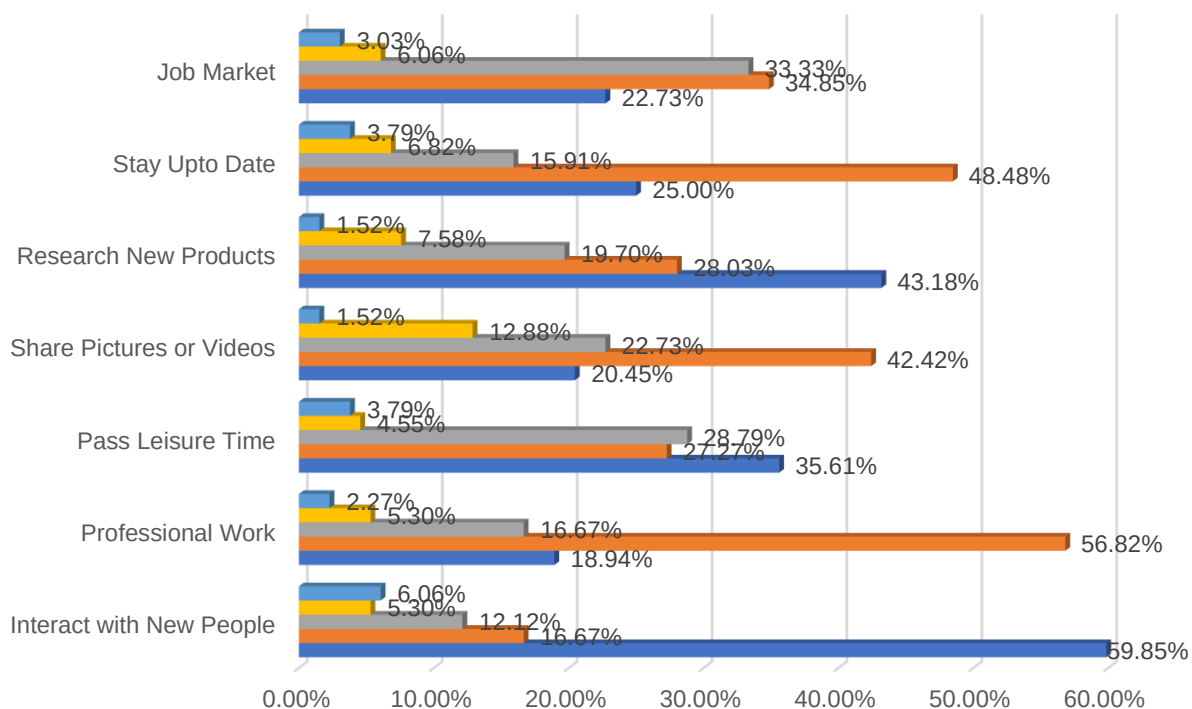


Chart 4.1.8: Showing Common Usage of Social Networking Sites wise classification of respondents

Interpretation:

From the above table its interpreted that 59.85% of respondents are always, 16.67% of respondents of often category, 12.12% of respondents of sometimes category, 5.30% of respondents of rare category, 6.06% of respondents of never category.

From the above table its interpreted that 18.94% of respondents are always, 56.82% of respondents of often category, 16.67% of respondents of sometimes category, 5.30% of respondents of rare category, 2.27% of respondents of never category.

From the above table its interpreted that 35.61% of respondents are always, 27.27% of respondents of often category, 28.79% of respondents of sometimes category, 4.55% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 20.45% of respondents are always, 42.42% of respondents of often category, 22.73% of respondents of sometimes category, 12.88% of respondents of rare category, 1.52% of respondents of never category.

From the above table its interpreted that 43.18% of respondents are always, 28.03% of respondents of often category, 19.70% of respondents of sometimes category, 7.58% of respondents of rare category, 1.52% of respondents of never category.

From the above table its interpreted that 25.00% of respondents are always, 48.48% of respondents of often category, 15.91% of respondents of sometimes category, 6.82% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 22.73% respondents are always, 34.85% of respondents of often category, 33.33% of respondents of sometimes category, 6.06% of respondents of rare category, 3.03% of respondents of never category.

Inference:

- Majority (59.85%) of the respondents are always use for interact with new people social media.
- Majority (56.82%) of the respondents are often use for Professional Work social media.
- Majority (35.61%) of the respondents are always use Pass Leisure Time social media.
- Majority (42.42%) of the respondents are often use Share Pictures or Videos social media.
- Majority (43.18%) of the respondents are always use Research New Products social media.

- Majority (48.48%) of the respondents are often use Stay Up to Date social media.
- Majority (34.85%) of the respondents are often use Job Market social media.

Table 4.1.9: Showing Reason Influenced by Using Social Media wise classification of respondents

Particulars	Percentage					Total
	Always	Often	Sometimes	Rare	Never	
Entertainment	71.21%	10.61%	10.61%	4.55%	3.03%	100.00%
Academic Purpose	19.70%	53.03%	16.67%	6.82%	3.79%	100.00%
Social Contacts	52.27%	19.70%	15.15%	9.09%	3.79%	100.00%
Learn New Skills	31.06%	40.91%	18.94%	5.30%	3.79%	100.00%
Share Interests	45.45%	31.06%	14.39%	6.06%	3.03%	100.00%
Digital Reputation	27.27%	45.45%	16.67%	7.58%	3.03%	100.00%
Keep Trend	53.03%	24.24%	15.15%	3.03%	4.55%	100.00%
Feel Sense Belong	28.79%	41.67%	18.94%	6.06%	4.55%	100.00%
Contact & Connect	53.79%	21.21%	16.67%	4.55%	3.79%	100.00%
Organise Events	31.06%	39.39%	18.18%	7.58%	3.79%	100.00%
Liking Post	47.73%	25.00%	12.12%	12.12%	3.03%	100.00%
Raise Awareness	31.06%	40.15%	15.91%	9.09%	3.79%	100.00%

Source: Primary Data

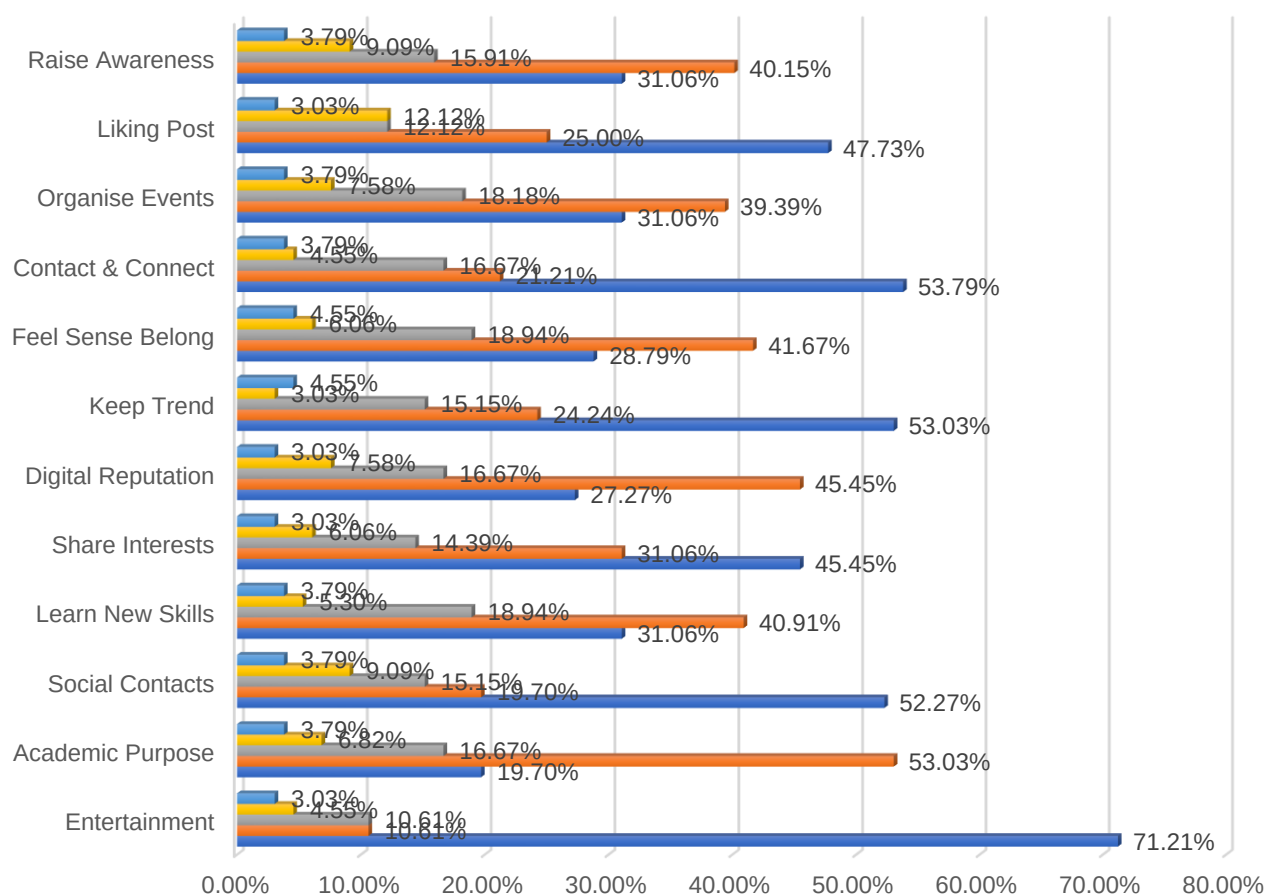


Chart 4.1.9: Showing Reason Influenced by Using Social Media wise classification of respondents

Interpretation:

From the above table its interpreted that 71.21% of respondents are always, 10.61% of respondents of often category, 10.61% of respondents of sometimes category, 4.55% of respondents of rare category, 3.03% of respondents of never category.

From the above table its interpreted that 19.70% of respondents are always, 53.03% of respondents of often category, 16.67% of respondents of sometimes category, 6.82% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 52.27% of respondents are always, 19.70% of respondents of often category, 15.15% of respondents of sometimes category, 9.09% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 31.06% of respondents are always, 40.91% of respondents of often category, 18.94% of respondents of sometimes category, 5.30% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 45.45% of respondents are always, 31.06% of respondents of often category, 14.39% of respondents of sometimes category, 6.06% of respondents of rare category, 3.03% of respondents of never category.

From the above table its interpreted that 27.27% of respondents are always, 45.45% of respondents of often category, 16.67% of respondents of sometimes category, 7.58% of respondents of rare category, 3.03% of respondents of never category.

From the above table its interpreted that 53.03% of respondents are always, 24.24% of respondents of often category, 15.15% of respondents of sometimes category, 3.03% of respondents of rare category, 4.55% of respondents of never category.

From the above table its interpreted that 28.79% of respondents are always, 41.67% of respondents of often category, 18.94% of respondents of sometimes category, 6.06% of respondents of rare category, 4.55% of respondents of never category.

From the above table its interpreted that 53.79% of respondents are always, 21.21% of respondents of often category, 16.67% of respondents of sometimes category, 4.55% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 31.06% of respondents are always, 39.39% of respondents of often category, 18.18% of respondents of sometimes category, 7.58% of respondents of rare category, 3.79% of respondents of never category.

From the above table its interpreted that 47.73% of respondents are always, 25.00% of respondents of often category, 12.12% of respondents of sometimes category, 12.12% of respondents of rare category, 3.03% of respondents of never category.

From the above table its interpreted that 31.06% of respondents are always, 40.15% of respondents of often category, 15.91% of respondents of sometimes category, 9.09% of respondents of rare category, 3.79% of respondents of never category.

Inference:

- Majority (71.21%) of the respondents are always influenced by entertainment purpose in social media.
- Majority (53.03%) of the respondents are often influenced by academic purpose in social media.
- Majority (52.27%) of the respondents are always influenced by social contacts purpose in social media.
- Majority (40.91%) of the respondents are often influenced by learn new skills in social media.
- Majority (45.45%) of the respondents are always influenced by sharing common interests in social media.
- Majority (45.45%) of the respondents are often influenced by digital reputation in social media.
- Majority (53.03%) of the respondents are always influenced by news, gossip, trend's purpose in social media.
- Majority (41.67%) of the respondents are often influenced by sense of belonging in social media.
- Majority (53.79%) of the respondents are always influenced by contact and connect with friends and family in social media.
- Majority (39.39%) of the respondents are often influenced by organize events in social media.

- Majority (47.73%) of the respondents are always influenced by liking post in social media.
- Majority (40.15%) of the respondents are often influenced by raising awareness in social media.

Table 4.1.10: Showing Stay Without Using Social Media for A Day wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	67	50.76%
No	31	23.48%
Maybe	23	17.42%
Never	11	8.33%
Total	132	100.00%

Source: Primary Data

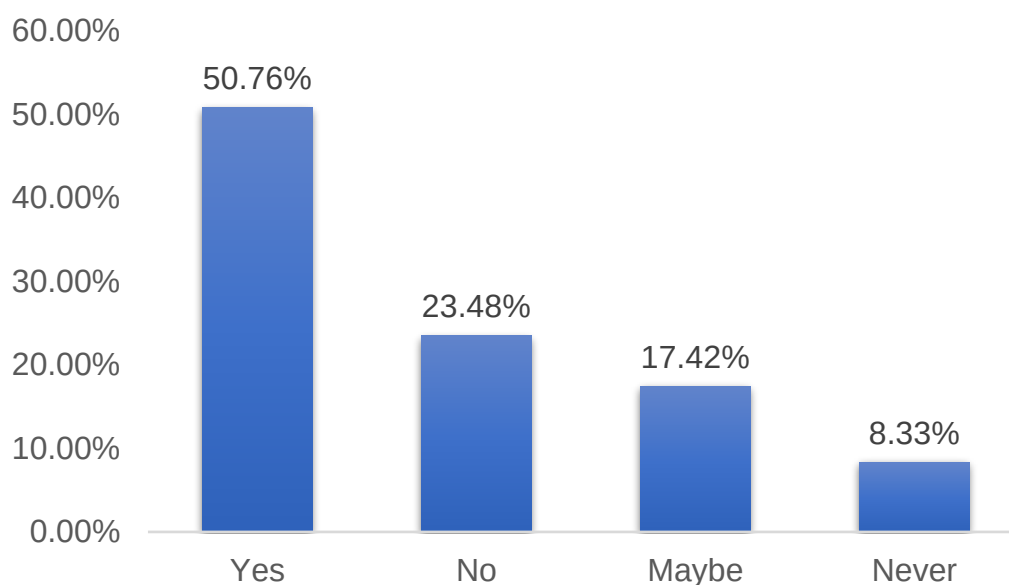


Chart 4.1.10: Showing Stay Without Using Social Media for A Day wise classification of respondents

Interpretation:

From the above table its interpreted that 50.76% of respondents are saying yes, 23.48% of respondents are saying no, 17.42% of respondents are saying maybe and 8.33% of respondents are saying never.

Inference:

Majority (50.76%) of the respondents are saying yes, that they can stay way without using social media for a day.

Table 4.1.11: Showing Valuable Information from Social Media wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	82	62.12%
No	22	16.67%
Maybe	28	21.21%
Total	132	100.00%

Source: Primary Data

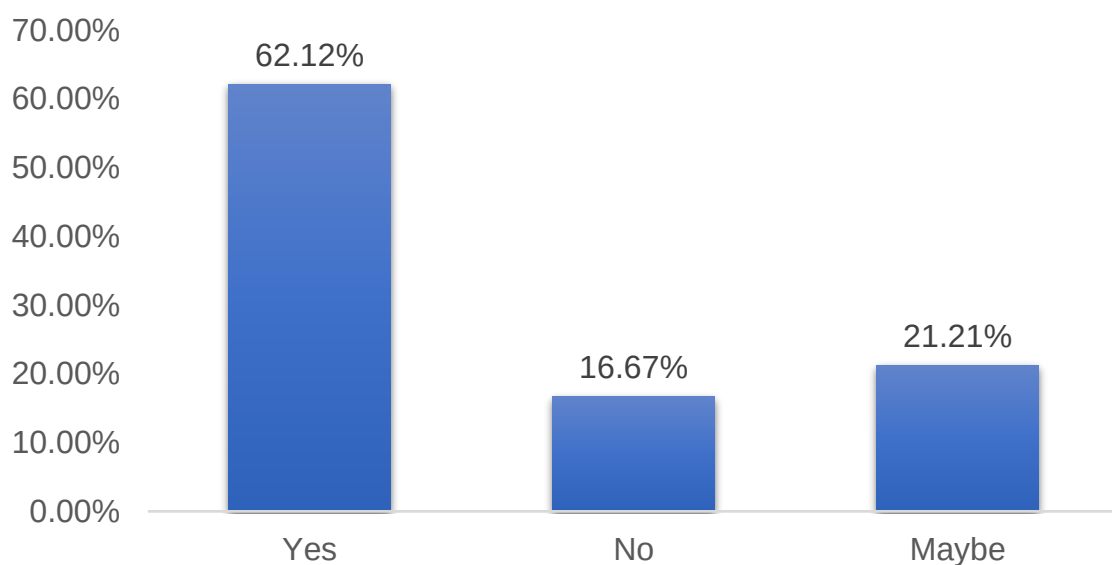


Chart 4.1.11: Showing Valuable Information from Social Media wise classification of respondents

Interpretation:

From the above table its interpreted that 62.12% of respondents are saying yes, 16.67% of respondents of no category, 21.21% of respondents of may be category.

Inference:

Majority (62.12%) of the respondents are saying yes, they are getting valuable information in social media.

Table 4.1.12: Showing Opinion on The Issues in Social Media wise classification of respondents

Particulars	Percentage					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Waste of Time & Energy	65.91%	9.09%	17.42%	6.06%	1.52%	100.00%
Users Attracted	23.48%	58.33%	12.12%	6.06%	0.00%	100.00%
Misuse Social Media	45.45%	21.97%	28.79%	3.03%	0.76%	100.00%
Feel Insecure	32.58%	36.36%	21.21%	9.09%	0.76%	100.00%
People get Health Problem	48.48%	27.27%	17.42%	6.06%	0.76%	100.00%
People are Mentally Disturbed	28.79%	46.21%	15.91%	7.58%	1.52%	100.00%
Social Media Very Useful	39.39%	28.79%	18.94%	7.58%	5.30%	100.00%
Login Unknown Names	32.58%	36.36%	18.18%	8.33%	4.55%	100.00%
Users get Frustrated	43.18%	31.06%	18.94%	5.30%	1.52%	100.00%
Use for only Entertainment	34.85%	37.88%	17.42%	9.09%	0.76%	100.00%
Social Work & Chatting	31.82%	36.36%	22.73%	8.33%	0.76%	100.00%

Source: Primary Data

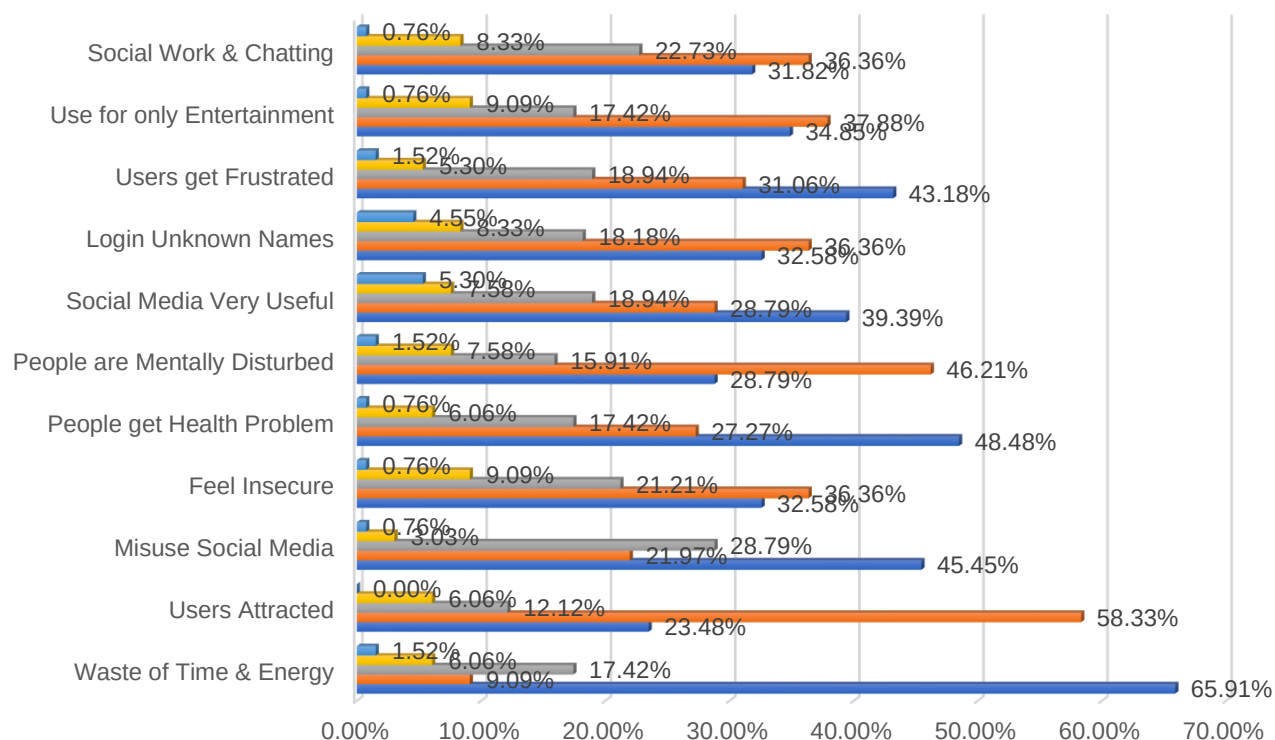


Chart 4.1.12: Showing Opinion on The Issues in Social Media wise classification of respondents

Interpretation:

From the above table it is interpreted that 65.91% says Strongly agree, 9.09% says Agree, 17.42% says Neutral, 6.06% says Disagree, 1.52% that they Strongly disagree.

From the above table it is interpreted that 23.48% says Strongly agree, 58.33% says Agree, 12.12% says Neutral, and 6.06% says Disagree, 0.00% that they Strongly disagree.

From the above table it is interpreted that 45.45% says Strongly agree, 21.97% says Agree, 28.79% says Neutral, 3.03% says Disagree, 0.76% that they Strongly disagree.

From the above table it is interpreted that 32.58% says Strongly agree, 36.36% says Agree, 21.21% says Neutral, 9.09% says Disagree, 0.76% that they Strongly disagree.

From the above table it is interpreted that 48.48% says Strongly agree, 27.27% says Agree, 17.42% says Neutral, 6.06% says Disagree, 0.76% that they Strongly disagree.

From the above table it is interpreted that 28.79% says Strongly agree, 46.21% says Agree, 15.91% says Neutral, 7.58% says Disagree, 1.52% that they Strongly disagree.

From the above table it is interpreted that 39.39% says Strongly agree, 28.79% says Agree, 18.94% says Neutral, 7.58% says Disagree, 5.30% that they Strongly disagree.

From the above table it is interpreted that 32.58% says Strongly agree, 36.36% says Agree, 18.18% says Neutral, 8.33% says Disagree, 4.55% that they Strongly disagree.

From the above table it is interpreted that 43.18% says Strongly agree, 31.06% says Agree, 18.94% says Neutral, 5.30% says Disagree, 1.52% that they Strongly disagree.

From the above table it is interpreted that 34.85% says Strongly agree, 37.88% says Agree, 17.42% says Neutral, 9.09% says Disagree, 0.76% that they Strongly disagree.

From the above table it is interpreted that 31.82% says Strongly agree, 36.36% says Agree, 22.73% says Neutral, 8.33% says Disagree, 0.76% that they Strongly disagree.

Inference:

- Majority (65.91%) of the strongly agrees that Waste of Time and Energy in social media.
- Majority (58.33%) of the agrees that Users attracted towards social media.
- Majority (45.45%) of the strongly agrees that People Misuse in social media.
- Majority (36.36%) of the agrees that Feel Insecure to Talk to With Unknown People in social media.
- Majority (48.48%) of the Strongly agrees that People Get Health Problem Due to Social Media.
- Majority (46.21%) of the agrees that People Are Mentally Disturbed in Social Media.
- Majority (39.39%) of the Strongly agrees that Very Useful as We Can Help Others in Social Media.
- Majority (36.36%) of the agrees that People Can Login Unknown Names in Social Media.
- Majority (43.18%) of the Strongly agrees that User's Get Frustrated by Receiving Unnecessary Messages in Social Media.
- Majority (37.88%) of the agrees People Use for Only Entertainment in Social Media.
- Majority (36.36%) of the agrees that Social Work and Chatting in Social Media.

Table 4.1.13: Showing Face Issues in Your Family Due to The Over Usage of Social Media wise classification of respondents

Particulars	No. of Respondents	Percentage
Strongly Agree	7	5.30%
Agree	23	17.42%
Neutral	23	17.42%
Disagree	23	17.42%
Strongly Disagree	56	42.42%
Total	132	100.00%

Source: Primary Data

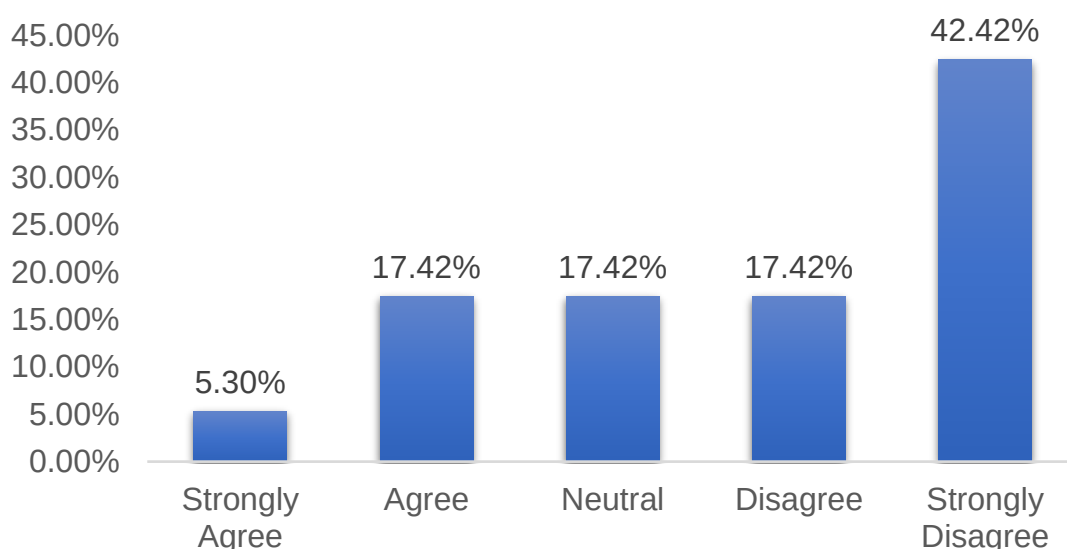


Chart 4.1.13: Showing Face Issues in Your Family Due to The Over Usage of Social Media wise classification of respondents

Interpretation:

From the above table it is interpreted that 5.30% says Strongly agree, 17.42% says Agree, 17.42% says Neutral, 17.42% says Disagree, 42.42% that they Strongly disagree.

Inference:

Majority (42.42%) of the Strongly disagrees that Issues in Your Family Due to The Over Usage of Social Media.

Table 4.1.14: Showing Privacy Settings of Social Networking Sites wise classification of respondents

Particulars	No. of Respondents	Percentage
Excellent	55	41.67%
Very Good	18	13.64%
Good	31	23.48%
Fair	18	13.64%
Poor	10	7.58%
Total	132	100.00%

Source: Primary Data

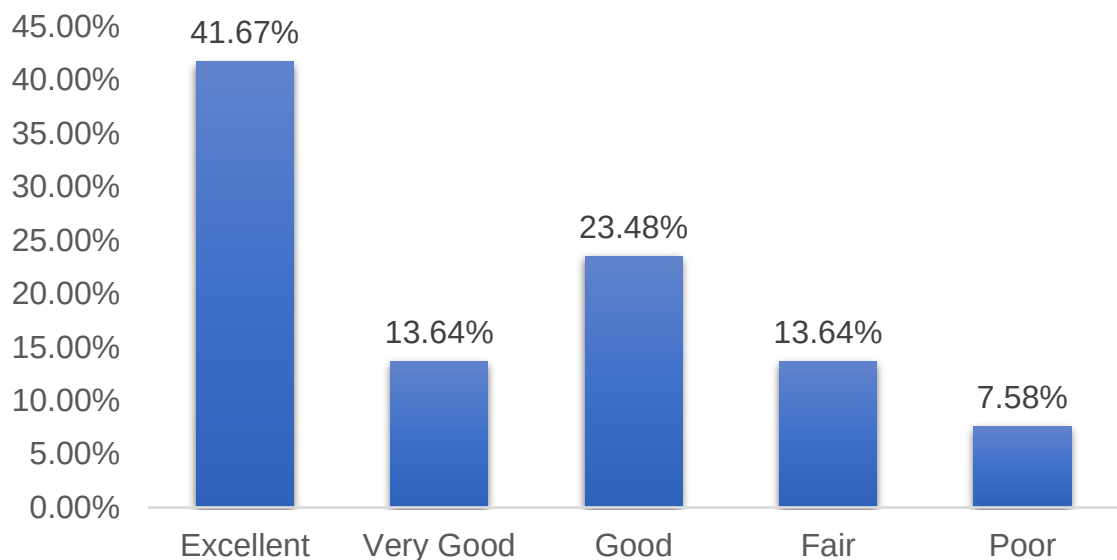


Chart 4.1.14: Showing Privacy Settings of Social Networking Sites wise classification of respondents

Interpretation:

From the above table it is interpreted that 41.67% says Excellent, 13.64% says very good, 28.48% says good, 13.64% says fair, 7.58% that they say poor.

Inference:

Majority (42.42%) of the Excellent that the Privacy Settings of Social Media.

Table 4.1.15: Showing Feel Insecure While Sharing in Social Networking Sites wise classification of respondents

Particulars	No. of Respondents	Percentage
Yes	55	41.67%
No	31	23.48%
Maybe	28	21.21%
Not Sure	18	13.64%
Total	132	100.00%

Source: Primary Data

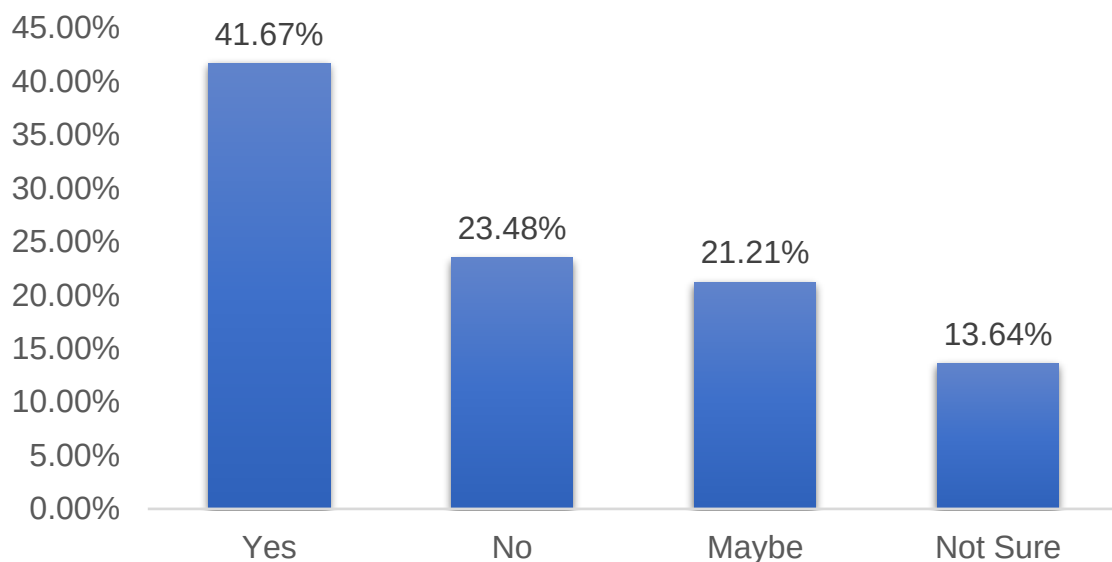


Chart 4.1.15: Showing Feel Insecure While Sharing in Social Networking Sites wise classification of respondents

Interpretation:

From the above table its interpreted that 41.67% of respondents are saying yes, 23.48% of respondents of no category, 21.21% of respondents of may be category, 13.64% of respondents of not sure category.

Inference:

Majority (41.67%) of the respondents are saying yes, they are Insecure While Sharing Anything in social media.

Table 4.1.16: Showing Disadvantages of Using Social Networking Sites wise classification of respondents

Particulars	Percentage					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Cyber Bullying	68.94%	9.09%	15.91%	3.03%	3.03%	100.00%
Head Ache/Eye Problems	26.52%	53.79%	9.85%	7.58%	2.27%	100.00%
Less Social Interaction	44.70%	29.55%	18.94%	5.30%	1.52%	100.00%
Time Consuming	35.61%	38.64%	9.85%	13.64%	2.27%	100.00%
Unrealistic Expectations	43.18%	30.30%	17.42%	6.06%	3.03%	100.00%
Negative Feelings/Emotions	30.30%	42.42%	15.15%	12.12%	0.00%	100.00%
Hacking	50.00%	26.52%	12.12%	8.33%	3.03%	100.00%
Distracted Mind	31.82%	46.21%	11.36%	8.33%	2.27%	100.00%
Inappropriate Content	39.39%	31.06%	20.45%	7.58%	1.52%	100.00%
Addiction	34.85%	35.61%	18.18%	9.85%	1.52%	100.00%

Source: Primary Data

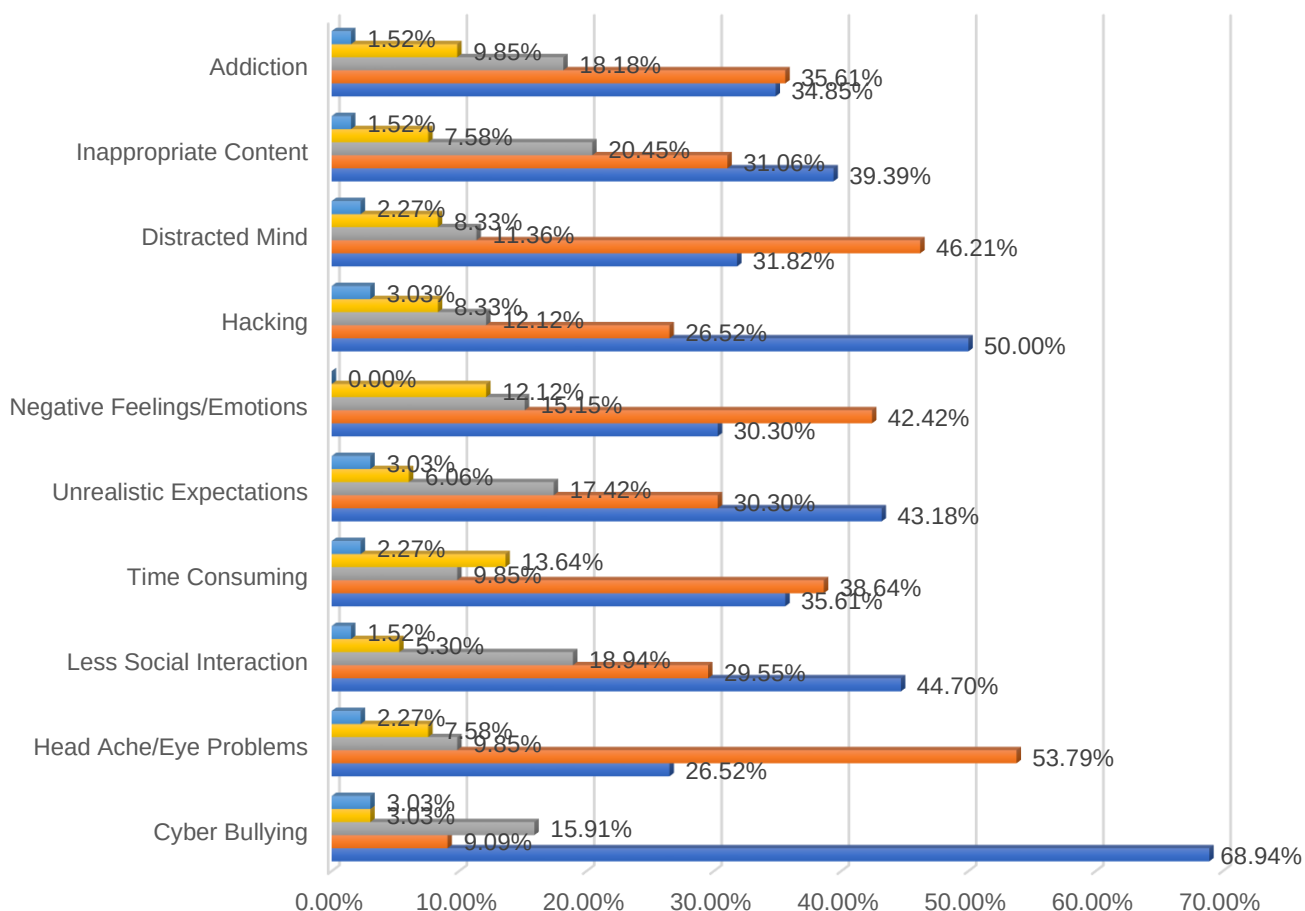


Chart 4.1.16: Showing Disadvantages of Using Social Networking Sites wise classification of respondents

Interpretation:

From the above table it is interpreted that 68.94% says Strongly agree, 9.09% says Agree, 15.91% says Neutral, 3.03% says Disagree, 3.03% that they Strongly disagree.

From the above table it is interpreted that 26.52% says Strongly agree, 53.79% says Agree, 9.85% says Neutral, 7.58% says Disagree, 2.27% that they Strongly disagree.

From the above table it is interpreted that 44.70% says Strongly agree, 29.55% says Agree, 18.94% says Neutral, 5.30% says Disagree, 1.52% that they Strongly disagree.

From the above table it is interpreted that 35.61% says Strongly agree, 38.64% says Agree, 9.85% says Neutral, 13.64% says Disagree, 2.27% that they Strongly disagree.

From the above table it is interpreted that 43.18% says Strongly agree, 30.30% says Agree, 17.42% says Neutral, 6.06% says Disagree, 3.03% that they Strongly disagree.

From the above table it is interpreted that 30.30% says Strongly agree, 42.42% says Agree, 15.15% says Neutral, 12.12% says Disagree, 0.00% that they Strongly disagree.

From the above table it is interpreted that 50.00% says Strongly agree, 26.52% says Agree, 12.12% says Neutral, 8.33% says Disagree, 3.03% that they Strongly disagree.

From the above table it is interpreted that 31.82% says Strongly agree, 46.21% says Agree, 11.36% says Neutral, 8.33% says Disagree, 2.27% that they Strongly disagree.

From the above table it is interpreted that 39.39% says Strongly agree, 31.06% says Agree, 20.45% says Neutral, 7.58% says Disagree, 1.52% that they Strongly disagree.

From the above table it is interpreted that 34.85% says Strongly agree, 35.61% says Agree, 18.18% says Neutral, 9.85% says Disagree, 1.52% that they Strongly disagree.

Inference:

- Majority (68.94%) of the Strongly agrees that cyber bullying using Social Media.
- Majority (53.79%) of the agrees that head ache and eye problems using Social Media.

- Majority (44.70%) of the Strongly agrees that less social interaction using Social Media.
- Majority (38.64%) of the Strongly agrees that time consuming using Social Media.
- Majority (43.18%) of the Strongly agrees that unrealistic expectation using Social Media.
- Majority (42.42%) of the agrees that negative feeling and emotions using Social Media.
- Majority (50.00%) of the Strongly agrees that Hacking using Social Media.
- Majority (46.21%) of the agrees that Distracted mind using Social Media.
- Majority (39.39%) of the Strongly agrees that inappropriate content using Social Media.
- Majority (35.61%) of the agrees that Addiction by using Social Media.

Table 4.1.17: Showing Social Media Are Impacting Your Overall Well-being wise classification of respondents

Particulars	No. of Respondents	Percentage
Positive Impact	63	47.73%
Negative Impact	7	5.30%
Neutral	40	30.30%
Both Positive and Negative Impact	12	9.09%
No Impact	10	7.58%
Total	132	100.00%

Source: Primary Data

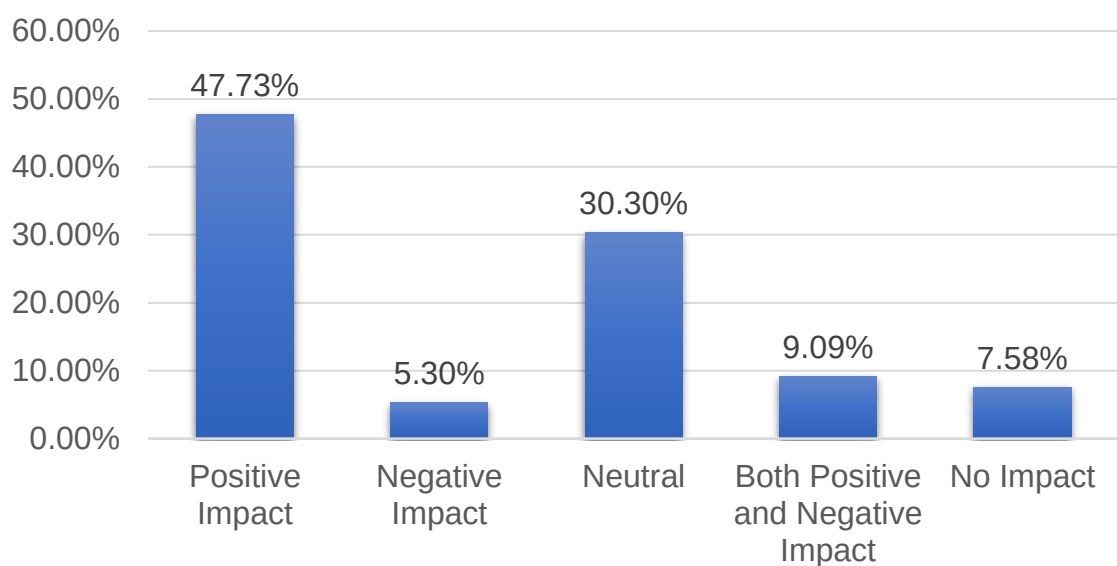


Chart 4.1.17: Showing Social Media Are Impacting Your Overall Well-being wise classification of respondents

Interpretation:

From the above table it is interpreted that 47.73% says positive impact, 5.30% says negative impact, 30.30% says Neutral, 9.09% says both positive and negative impact, 7.58% that they say no impact.

Inference:

Majority (47.73%) of the Strongly agrees that positive impact by using Social Media.

4.2 – STATISTICAL ANALYSIS

4.2.1- ANOVA

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 4.2.1: 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.

4.2.2 ANOVA

H0 (Null Hypothesis): There is no significant difference between Age and Social Media Reason Influence of Connect with Family/Friends.

H1 (Alternate Hypothesis): There is a significant difference between Age and Social Media Reason Influence of Connect with Family/Friends.

Table 4.2.2: Showing Age and Social Media Reason Influence of Connect with Family/Friends

Descriptives								
Social Media Reason Influence of Connect with Family/Friends								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 28	41	2.49	1.660	.259	1.96	3.01	1	5
28 - 38	19	2.53	1.504	.345	1.80	3.25	1	5
38 - 48	9	2.78	1.856	.619	1.35	4.20	1	5
Above 48	9	3.00	1.732	.577	1.67	4.33	1	5
Below 18	54	1.80	1.279	.174	1.45	2.15	1	5
Total	132	2.27	1.543	.134	2.00	2.53	1	5

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Social Media Reason Influence of Connect with Family/Friends	Based on Mean	2.805	4	127	.028
	Based on Median	2.657	4	127	.036
	Based on Median and with adjusted df	2.657	4	114.312	.036
	Based on trimmed mean	3.103	4	127	.018

ANOVA					
Social Media Reason Influence of Connect with Family/Friends					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	22.424	4	5.606	2.461	.049
Within Groups	289.296	127	2.278		
Total	311.720	131			

Inference:

Since p value (0.049) is less than 0.05 we accept the alternate hypothesis (H1) and reject the null hypothesis Therefore, there is a significant difference between Age of the respondents and the usage of Social Media to connect with their Family/Friends.

4.3 CHI-SQUARE

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 4.3.1: 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.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Social Media Opinion on Waste of Time & Energy.

H1 (Alternate Hypothesis): There is a significant difference between Age and Social Media Opinion on Waste of Time & Energy.

Table 4.3.2: Showing Age and Social Media Opinion on Waste of Time & Energy

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Social Media Opinion on Waste of Time & Energy * Age	132	100.0%	0	0.0%	132	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.742 ^a	16	.001
Likelihood Ratio	35.754	16	.003
Linear-by-Linear Association	11.224	1	.001
N of Valid Cases	132		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .14.

Inference:

The p-value is 0.001 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 Opinion on Waste of Time & Energy.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender of respondents and their feel Insecure while sharing in Social Networking Sites.

H1 (Alternate Hypothesis): There is no significant difference between Gender of respondents and their feel Insecure while sharing in Social Networking Sites.

Table 4.3.3: Showing Gender and Feel Insecure while sharing in Social Networking Sites

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Feel Insecure while sharing in Social Networking Sites * Gender	132	100.0%	0	0.0%	132	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.542 ^a	3	.001
Likelihood Ratio	16.033	3	.001
Linear-by-Linear Association	10.968	1	.001
N of Valid Cases	132		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.27.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.343	.001
	Cramer's V	.343	.001
N of Valid Cases		132	

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Feel Insecure while sharing in Social Networking Sites.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority (65.15%) of the respondents are male.
- Majority (40.91%) of the respondents are below 18 age.
- Majority (33.33%) of the respondents are below 10000 are monthly income.
- Majority (24.24%) of the respondents are below 15 age.
- Majority (31.06%) of the respondents are 1 to 2 hours in a day spent for social media.
- Majority (54.55%) of the respondents have rated Facebook in 1 rating.
- Majority (46.97%) of the respondents have rated Instagram in 2 rating.
- Majority (28.79%) of the respondents have rated YouTube in 1 rating.
- Majority (25.00%) of the respondents have rated LinkedIn in 2 rating.
- Majority (28.03%) of the respondents have rated Twitter in 1 rating.
- Majority (30.30%) of the respondents have rated Pinterest in 2 rating.
- Majority (32.58%) of the respondents have rated Snapchat in 1 rating.
- Majority (27.27%) of the respondents have rated WhatsApp in 2 rating.
- Majority (25.00%) of the respondents have rated Telegram in 1 rating.
- Majority (28.79%) of the respondents have rated Hike in 2 rating.
- Majority (77.27%) of the respondents are always use WhatsApp social media.
- Majority (48.48%) of the respondents are often use Facebook social media.
- Majority (35.61%) of the respondents are sometimes use Twitter social media.
- Majority (31.06%) of the respondents are often use YouTube social media.
- Majority (31.82%) of the respondents are always use Instagram social media.
- Majority (59.85%) of the respondents are always interact with new people in social media.
- Majority (56.82%) of the respondents are often for professional work in social media.
- Majority (35.61%) of the respondents are always to pass leisure time in social media.

- Majority (42.42%) of the respondents are often for sharing photos and videos in social media.
- Majority (43.18%) of the respondents are always for research to buy a new product in social media.
- Majority (48.48%) of the respondents are often to stay up to date in social media.
- Majority (34.85%) of the respondents are often for job work in social media.
- Majority (71.21%) of the respondents are always influenced by entertainment purpose in social media.
- Majority (53.03%) of the respondents are often influenced by academic purpose in social media.
- Majority (52.27%) of the respondents are always influenced by social contacts purpose in social media.
- Majority (40.91%) of the respondents are often influenced by learn new skills in social media.
- Majority (45.45%) of the respondents are always influenced by sharing common interests in social media.
- Majority (45.45%) of the respondents are often influenced by digital reputation in social media.
- Majority (53.03%) of the respondents are always influenced by news, gossip, trend's purpose in social media.
- Majority (41.67%) of the respondents are often influenced by sense of belonging in social media.
- Majority (53.79%) of the respondents are always influenced by contact and connect with friends and family in social media.
- Majority (39.39%) of the respondents are often influenced by organize events in social media.
- Majority (47.73%) of the respondents are always influenced by liking post in social media.
- Majority (40.15%) of the respondents are often influenced by raising awareness in social media.
- Majority (62.12%) of the respondents are saying yes, they are getting valuable information in social media.

- Majority (65.91%) of the strongly agrees that Waste of Time and Energy in social media.
- Majority (58.33%) of the agrees that Users attracted towards social media.
- Majority (45.45%) of the strongly agrees that People Misuse in social media.
- Majority (36.36%) of the agrees that Feel Insecure to Talk to With Unknown People in social media.
- Majority (48.48%) of the Strongly agrees that People Get Health Problem Due to Social Media.
- Majority (46.21%) of the agrees that People Are Mentally Disturbed in Social Media.
- Majority (39.39%) of the Strongly agrees that Very Useful as We Can Help Others in Social Media.
- Majority (36.36%) of the agrees that People Can Login Unknown Names in Social Media.
- Majority (43.18%) of the Strongly agrees that User's Get Frustrated by Receiving Unnecessary Messages in Social Media.
- Majority (37.88%) of the agrees People Use for Only Entertainment in Social Media.
- Majority (36.36%) of the agrees that Social Work And Chatting in Social Media.
- Majority (42.42%) of the Strongly disagrees that Issues in Your Family Due to The Over Usage of Social Media.
- Majority (42.42%) of the Excellent that the Privacy Settings of Social Media.
- Majority (41.67%) of the respondents are saying yes, they are Insecure While Sharing Anything in social media.
- Majority (68.94%) of the Strongly agrees that cyber bullying using Social Media.
- Majority (53.79%) of the agrees that head ache and eye problems using Social Media.
- Majority (44.70%) of the Strongly agrees that less social interaction using Social Media.
- Majority (38.64%) of the Strongly agrees that time consuming using Social Media.
- Majority (43.18%) of the Strongly agrees that unrealistic expectation using Social Media.

- Majority (42.42%) of the agrees that negative feeling and emotions using Social Media.
- Majority (50.00%) of the Strongly agrees that Hacking using Social Media.
- Majority (46.21%) of the agrees that Distracted mind using Social Media.
- Majority (39.39%) of the Strongly agrees that inappropriate content using Social Media.
- Majority (35.61%) of the agrees that Addiction by using Social Media.
- Majority (47.73%) of the Strongly agrees that positive impact by using Social Media.
- 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.
- The p-value is 0.049 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 Reason Influence of Connect with Family/Friends.
- 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.
- The p-value is 0.001 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 Opinion on Waste of Time & Energy.
- The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Feel Insecure while sharing in Social Networking Sites.

5.2 SUGGESTIONS

Young population should be educated to investigate the information and ready to pass judgment on the data that sullies our qualities which will unquestionably profit our country, the organizations with a feeling of significance throughout everyday life.

- Avoid over friending on social networks.
- Minimize negative impacts of web-based media while visiting.
- To safe gatekeeper the group of people yet to come, instructors and guardians should ensure what the kids are doing in online media.
- 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.
- Avoid posting your locations
- Make online purchases from secure sites like amazon, flip kart, etc.,
- Be judicious about what you share and consider any posting permanent.
- Be especially careful with posts and pictures.
- Practice safe browsing.
- Keep your antivirus program up to date.
- Don't use unknown free Wi-Fi in public area.
- Try to keep privatize your social life.
- Be extra careful with your business accounts in social media.
- Treat your online life like your offline life.

5.3 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.

There are more benefits for utilizing web-based media, notwithstanding, there is consistently benefits and drawbacks for a thing. As web-based media is excessively helpful for individuals, practically the greater part of them don't need to 'stand up' to speak with individuals. No more, individuals will lose their relational abilities. The more significant issue is numerous individuals used the force of online media and utilized it to menace somebody. The force of online media is likewise same as the one, in actuality. A tad bit of them utilized web-based media to do things that illegal, which is a numb-skull conduct.

Web-based media changed our life to such an extent. Our life turned out to be more advantageous on the grounds that web-based media is an exceptionally valuable device for us in 21st century, it could assist us with improving our life. Notwithstanding, we need to mindful of how we use them. On the off chance that we could utilize the online media sagaciously, having web-based media will turn into a decent change for us.

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APPENDIX - I (Questionnaire)

1] Name: -

2] City: -

3] District: -

4] Gender: -

Male

Female

5] Age: -

1) Below18

2) 18-28

3) 28-38

4) 38-48

5) 48 Above

6] Type of Family: -

1) Joint

2) Nuclear

3) Extended

7] Parent Occupation: -

Govt. Servant

1) Agriculture

2) Private Work

3) Business

4) Other

8] Monthly Family Income: -

1) Below 10000

2) 10000-20000

3) 20000-30000

4) 30000-50000

5) Above 50000

9] At what age you started using social media? Below 15

15-20

1) 20-25

2) 25-35

3) 35-45

4) 45-55

5) Above 55

10] How many hrs. in a day you utilize for social media?

1) 1-2 hrs.

2) 2-5 hrs.

3) 5-6 hrs.

4) Above 6 hrs.

11] Rank the following social media platforms as per your preference

Social media platforms	Rank
Facebook	
Instagram	
YouTube	
LinkedIn	
Twitter	
Pinterest	
Snapchat	
WhatsApp	
Telegram	
Hike	

12] Which type of social media do you use mostly?

Social media	Always	often	sometimes	never	rare
WhatsApp					
Facebook					
Twitter					
YouTube					
Instagram					

13] Common usage social Networking Sites?

Social media usage	Always	often	sometimes	rarely	never
Interact with new people					
Professional / work					
Pass leisure time					
share photos or videos					

research new products to buy					
stay up-to-date					
Job Market					

14] Reasons why you're Influenced by using social media?

Social media	Always	Often	sometimes	never	rare
Entertainment					
Academic purpose					
social contacts					
Learn new skills					
Sharing common interests					
Digital reputation					
Keep Up with News/ Gossip/ Trends					
To feel a sense of belonging					
Contact and connect with friends / family					
Organize events					
liking post					
Raise Awareness					

15] Can you stay away without using Social Media for a day?

Yes

No

May be

Never

16] Whether do you get any valuable information from social media?

Always

often

sometimes

never

rare

17] What is your opinion on the issues in social media?

Issues in Social Media	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Waste of time and energy					
Users is attracted towards the social media					
People misuse through social media					
We feel insecure to talk to with unknown people					
People get health problem due to social media					
People are mentally disturbed					
Social media is very useful as we can help others					
People can log in unknown names					
User's get frustrated by receiving unnecessary message					

People use for only entertainment					
Only use only for social work and chatting					

18] Do you agree that you face issues in your family due to the over usage of social media?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

19] What do you think about the privacy settings of social networking sites?

Excellent

very good

good

fair

poor

20] Do you feel insecure while you're sharing anything in social networking sites?

Yes

No

Not sure

21]What do you believe are the disadvantages of using social networking sites?

Disadvantages of Social Media	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Cyber bullying					
Headache - eye problems					
Less social interaction					
Time consuming					
Unrealistic expectations					
Negative feelings / emotions					
Hacking					
Distracted Mind					

Inappropriate Content					
Addiction					

22] To what extent do you think social networking sites are impacting your overall well-being?

Positive impact

No impact

Neutral

Negative impact

Both positive and negative impact

23] Give Your personal thoughts to improve social networking sites!

APPENDIX – II (Article)

A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG YOUTH POPULATION

¹Mr. Aravind S and ²Mrs. Dr. TR. Kalai lakshmi

¹Student, School of Business Administration

²Assistant professor, School of Business Administration

Sathyabama Institute of science and Technology. Chennai 600119, Tamil Nadu,
India.

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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