

CHAPTER
13

A Study on Perception of Youth Towards Social Media

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ABSTRACT

It is well-known that young people, adults, and teenagers use social media sites most frequently, and this study was conducted with this in mind. Here, the goal is to increase the level of awareness among young people who are exposed to social media. Findings will not only show how using these sites affects young people negatively and positively, but they will also show how effectively young people can use social networking sites like WhatsApp, Twitter, Facebook, Instagram and Snapchat. The study used youth in the age group of between the ages of 18 and 30 as sample, and the desired information was collected from them by using a questionnaire that focused on to know their perception related to the social media and their views on the usage of social media. As the technology has become an integral part of our routine life, do these young people are putting their valuable time in good use or not by indulging in social media? An attempt is made to address this question since youth is the future of our society and social media is playing a crucial role and have strong implication on the youth and growth of our society.

Keywords: *Social media, Perception on social media, Social media use, Purpose of social media.*

INTRODUCTION

"The objective of social media is to interact, listen, and develop relationships". Social media websites and other forms of technology are becoming commonplace in the lives of many young people. Everyone uses social media; young people, adults, and teenagers are all constantly in a social media frenzy. There have been conflicting opinions about social media networks and how they affect young

people as their popularity continues to grow throughout the world. Social media overuse can potentially result in addiction. In today's society, it's common to see people seated next to one another, looking at their phones instead of conversing. Teenagers now spend more time on social media with pals than they do with their families, loved ones, or friends.

REVIEW OF LITERATURE

Blessed F Ngonso (2019) stated that most of secondary school students had access of social media by using their parent's mobile, the usage of social never enhanced their studies but only enhanced their social life by collecting information from different platforms.

Monica Munjial Singh et.al., (2017) observed in their study that most of the youths are over utilizing social specially the age group of 16 to 25 years. They use social media for the purpose of entertainment, surfing, chatting etc., the study also found that over usage of social is leading to mental and physical health issues like strain, fatigue, anxiety and body pain. Some users are also in the opinion that they are not able to survive without social media, youths also have lost the physical contact with friend and friend and sharing their feelings only through post which are been uploaded on social media.

M. Shakaib Akram & Wafi Albalawi (2016) found that students motivation for the usage of social media were intrinsic an perceived enjoyment and the second was extrinsic factor perceived connected, the study was done with Saudi students who were studying in universities taken social media as a source of entertainment then the source of learning or knowledge seeking. The study also came up with relationship between perceived enjoyment and social media usage is mediated by the perceived usefulness and ease of use of the systems. It means that the factors such as perceived usefulness and perceived ease of use may lead to enhanced enjoyment which is the main source of social media adoption.

Safurah AbdJalil et.al., (2010) stated in their study that most of the respondents (youths) were inclined towards usage of social media and they were using it for the sake of information and it also influenced their communication, language, learning aspect, most of the respondents used Facebook and video sharing platforms in their daily usage for social networking with friends. The findings of this study illustrated the pattern of media influence, trustworthiness and

media use of the selected sample and generally it showed that both mass media and social media were equally used by the youth.

OBJECTIVES

1. To assess the youth's perception towards social media.
2. To study the purpose of use, highlights and significance of social media among youth.

RESEARCH METHODOLOGY

Population: The population considered for this study are youths of various colleges located in south Bangalore city, Karnataka State.

Sampling Method: - Simple Random has been used to get the sample from the Population.

Sampling Area: - Students from colleges situated in south Bangalore city.

Sampling Size: - 141 Respondents from various colleges situated in south Bangalore city.

Research Approach: - To collect the primary data from the respondents Survey method through a pre-tested Questionnaire is used.

Research Instrument: - To collect the data Closed Ended-Questionnaires has been used. **It contained closed end questions, which are framed with the aim to excerpt data related to the research objectives.** The data was collected using Google Forms and Mailed Questionnaires.

Research Territory: - Southern Region of Bangalore City, Karnataka.

Discussion and Data Analysis

The following data table shows the digital usage statistics of the world which shows the developments / progress in social media use.

Overview of the adoption and use of connected devices and services (January 2023)			
Total population	Unique Mobile Phone Users	Internet User	Active Social Media Users
8.01 Billion	5.44 Billion	5.16 Billion	4.76 Billion
Urbanization	Vs Population	Vs Population	Vs Population
57.2%	68%	64.4%	59.4%

Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

The primary data analysis shows that 69% of the responses were under the age group of 15-20 years and 31% were under the age group of 20-25 years. The analysis related to gender of respondent indicated that 62% youths were female and 38% were male. The study concluded that majority of the respondents 34 % use more than 5 and above social media platforms and 27 % of respondents use 3 to 4 social media platforms whereas 22 % use 2 social media platforms, and 17% use only one social media platform, which shows that how the youth is more inclined towards various social media platforms.

The data analysis revealed that majority of the respondents 84 % use the social media daily and very few 16 % use it often or less frequently, this shows how most of the youths are addicted to social media usage. The study disclosed which trending platforms are more used by the youth, the data analysis shows 27 % youths are using Instagram, 23 % are using WhatsApp, 21 % use YouTube and 29 % of the respondent youth use other popular social media apps like Facebook, Twitter, LinkedIn, Snap chart etc.

Majority of the youths 67% believe that social media platform is somewhat useful in learning but 43 % said it is very useful for learning. The study stated that 46% youth spend their time daily 2 to 3 hours in using social media, where as 33 % spend their time for one hour and 21% agreed that they spend less than one hour using social media platforms and they believed that these hours are not very productive in their daily routine. The study shows that 36% of the youth use social media for learning activities and it was observed that 72% of youth rarely post on social media platform which divulge that majority of them browse the social media for information but are cautious and concerned for information sharing related to their private life.

It is seen from the data analysis that 51% of the respondents' state that the first thing they do in the morning is check the social media sites before taking up other routine activities. This study shows that among the youths 23% use social networking sites for collaboration/ networking and social communication, 21% are interested towards learning and job opportunities, 19 % use for education, 15% use to get information on products and brands, sharing opinions and reviews and remaining 22% use for entertainment and other information collection purposes. The study states that social media has both negative and positive impact on students of around 48% where as 33% say it shows positive impact on them and 19% selected no impact as their response.

Statistical Analysis Table of the Responses

Sl. No	Items	Mean	S.D
1	Trending platform	3.18	1.123
2	Youth perception	3.19	1.234
3	Social media post	3.77	1.654
4	Social media influence	4.25	1.764
5	Learning from social media	3.27	1.349

Source: Data Analysis

SUGGESTION & CONCLUSION

It can be suggested to the youth to use social media platform for betterment of their future instead of getting addicted and wasting time in the usage. Parents can even monitor on the usage of social media and observe student not to get distracted from the learning process and being unproductive in life. The study also stated how students are wasting time in just browsing social media for longer period of time, posting on social media platforms is also making them not to understand the values, morals, ethics of life. This can be concluded stating anything which exceeds will lead to disturbance in the life and youngsters who are nation builders should understand and use social media in a organised way

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WEB RESOURCES

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