

A Study on Impact of Social Media on Youth in Coimbatore

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Abstract: The speed of Internet has changed the way people receive the information. It combines the immediacy of broadcast with the in-depth coverage of newspapers making it perfect sources for news and weather information. Even with the multimedia excitement of the web, Electronic mail (email) is the most frequently used application of the Internet. Many people, who have access to the Internet at school, home and at work place use the Internet for no other purpose than to send and to receive the mail. Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (Youtube). In this paper it initiates the impact of SOCIAL MEDIA on youth.

1. Introduction

Social Media have facilitated communication. Members of such sites can easily form groups (called the communities) and share their opinions among themselves through discussion threads, forums and polls. Though these sites serves good in many ways, it has its negative effects too such as cyber crimes which has become a privacy threat to the people worldwide. Although advantageous in many ways by building new relationship and reconnecting with lost or old contacts, it also brought up some behavioral changes among the youth, not only the behavioral changes but also their social behavior and approaches. It has also ended up as a nightmare for a few people.

Objectives

- ❖ To identify the purpose of the respondents on Social Media.
- ❖ To identify the impact on their social interactions and social behavior on the whole.

2. Methodology

Methodology is an essential aspect of any research or investigation. Both primary data and secondary data are collected. The researcher has collected the primary data from their respondents through questionnaire.

Research Instruments

Questionnaire is the main instruments used in this study. The questions were based on the objectives of the study and were finalized after making preliminary discussion with the concerned people.

Sample Design

Since the population is indefinite systematic convenient sampling technique was adopted by the researcher for collecting data from the respondents. The size of the sample is decided as convenient sampling method. So information is collected from 25 respondents.

Limitation

- ❖ Due to lack of time questionnaire method is used, it is difficult to derive accurate information.

- ❖ Based on the discretion the respondents might have furnished biased opinion.
- ❖ The area selected to the study is limited to Coimbatore only.

3. Data analysis and Interpretations

Table 1 - Purpose of Internet usage

S. No	Uses	No. of Respondents	Percentage
1.	Mail	7	28
2.	Chatting	5	20
3.	Social Network (Instagram, Facebook, LinkedIn etc.)	13	52
Total		25	100

Source: Primary data

Table 2 - Usage of Social Media

S. No	Usage	No. of Respondents	Percentage
1.	Spent Less than 1 Hr	----	----
2.	Spent 1 – 2 Hrs	8	32
3.	Spent 2 – 3 Hrs	5	20
4.	Spent more than 3 Hrs	12	48
Total		25	100

Source: Primary data

Table 3 - Criteria for making friends in SNS

S. No	Criteria for making friends in SNS	No. of Respondents	Percentage
1.	Education or Business stream	6	24
2.	Based on the personal likeness	14	56
3.	Just for chat	5	20
Total		25	100

Source: Primary data

Table 4 - Activities in Social Media

S. No	Features	No. of Respondents	Percentage
1.	Profile setting	2	8
2.	Scrapping	5	20
3.	Photo sharing	4	16
4.	Friends network	6	24
5.	Reels	8	32
Total		25	100

Source: Primary data

Table 5 – Establishing Identity

S. No	Establishing Identity	No. of Respondents	Percentage
1.	Yes	20	80
2.	No	5	20
Total		25	100

Source: Primary data

Table: 6 – Chatting with online friends

S. No	Chatting with online friends	No. of Respondents	Percentage
1.	Yes	23	92
2.	No	2	8
Total		25	100

Source: Primary data

Table 7 – Topics for discussion

S. No	Topics for discussion	No. of Respondents	Percentage
1.	Personal problem	4	16
2.	Just chatting	15	60
3.	Social discussion (politics, culture, etc.,)	6	24
Total		25	100

Table 8 Level of relationship with online friends

S. No	Level of relationship	No. of Respondents	Percentage
1.	Very intimate	4	16
2.	Good	10	40
3.	Fairly	6	24
4.	Average	5	20
Total		25	100

Source: Primary data

Table 9 – Maintenance of opposite gender friends

S. No	Maintenance of opposite gender friends	No. of Respondents	Percentage
1.	Only in social network	7	28
2.	Become a real life friend	18	72
Total		25	100

Source: Primary data

Table: 10 – Effect of Social Media

S. No	Effects	No. of Respondents	Percentage
1.	Spent more time with family	4	16
2.	Spent less time with family	18	72
3.	Spent the same time with family	3	12
Total		25	100

Source: Primary data

4. FINDINGS

- ❖ Most of 52 percent of the respondents are use internet for only social networking.
- ❖ Most of 48 percent of the respondents are spent more than 3 hours in Social Media.
- ❖ Most of 56 percent of the respondents are choose SOCIAL MEDIA for personal likeness.
- ❖ Most of 32 percent of the respondents are like SNS for easy access to other profile.
- ❖ Maximum of 80 percent of the respondents are establish their identity in social sites.
- ❖ Maximum of 92 percent of the respondents are have chatting with their friends.
- ❖ Maximum of 60 percent of the respondents are have formal chatting with their friends.
- ❖ Most of 40 percent of the respondents are maintain good relationship with their online friends.
- ❖ Maximum of 72 percent of the respondents are maintain their opposite gender friends become a real life friend.
- ❖ Maximum of 72 percent of the respondents are spent less time with their family.

5. Suggestions

- ❖ Respondents are wants to reduce the working hours of Social Media.
- ❖ Respondents are must to increase their time to spent with their family.
- ❖ Respondents are not establish their identity in the Social Media.
- ❖ At the time of accepting the relationship of opposite gender each and every respondents are must to analyse the back round of the persons.

6. Conclusion:

Social Media have facilitated communication. Members of such sites can easily form groups (called the communities) and share their opinions among themselves through discussion threads, forums and polls. Though these sites serves good in many ways, it has its negative effects too such as cyber crimes which has become a privacy threat to the people worldwide. So always youths maintain a good and safety relationship with their online friends.