

Impact of social media on adolescent: a study with special reference to namakkal district

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Abstract

Today Social media is playing pivotal role in the world especially with adolescent community. Social media are used to communicate information from one person to group of peoples. But in the olden days there were no such kind of technology. In those days, media refer to TV, Radio and Telephone. Now a days the term social media include TV, Radio, FM, WhatsApp, Instagram, Face book, Twitter etc., In this article author explains the merits and demerits, its impacts and findings about impact of social media on adolescents. It gives both good and bad for the users. Today social media are unavoidable in the human community. Through social media all of us get information with one click. There are lot of merits like sharing of educational information, awareness message, information about any official announcements and fun with friends etc.,

1. Overview of social media

Social media creates a huge impact in each and everyone's life in the world now days. Mostly the adolescences are busy in social media. Social media provides both advantages and disadvantages. Social media is used to share the content, views and information from one to another in real time quickly and effectively. It has wide spread platforms in all disciplines for the better usage of the people. People can share their pictures, videos and audios using social media which could be easily accessed by the receiver. It is internet based engaged with computers, mobile phones, tablets, etc., in sharing ideas in many forms with friends, family members and relatives through web - based applications and software.

Advantages

➤ Social media has numerous advantages in the present scenario. For adults it is highly dispensable now - a - days. Mainly used for being in touch with friends through many applications like WhatsApp, Facebook, Instagram and so on. It is used to find people in and around the world. It is also used to create new bond between people for their own interest and need. It also enables the larger audience and direct connection with others.

➤ Adults used the social media for the enhancement of their skills. Through the social media they could expose their talents to the world. They can receive appreciation and recognition among people in the society very easily through social media. And it brings them to nook and corner of the world. The real talents are appreciated and some well wishers are open hearted to give their comments for their enhancement. Adults in the present age expose their talents in singing, dancing, drawing, cooking and so on in the social media and become famous in the society which was once very difficult to get world wide popularity.

➤ In the social media, there are many digital contents related to education. The deep and clear explanations of the experts of distinct areas are available in the social media which is easily accessible. The content could be easily shared with friends and could be stored for the future reference. Social media makes learning easy. In the ancient days, the student, one who missed to attend the lectures can not get the lecture once again but now it is possible in social media. Online lectures are shared for their better understanding. They can listen the lectures of many experts and their distinctive views in the world wide which gives excessive subject knowledge. There are many open forums for their additional learning's

through social media. Now – a – days, adults concentrate on competitive exams; in the social media they receive free guidance and digital materials. Social media limits restriction and widens many sources for learning.

➤ Adults could be connected with others in the motive of business. The customers could be reached out easily through social media. It enables social interactions for their business. Social media gives a huge place to showcase their products and receives the customers. It makes import and export easy. Sales are made by means of social media among adults. It is also useful for evaluating ourselves easily. The direct connection with the people makes to resolve many issues in the field of business. One can know the opinions of others for their products. They can move on the aspects of the audience.

➤ The adults can get numerous opportunities on different platforms to have leads in their own pace. It is also used as a marketing platform to reach wide area in the world. It opens no cost for posting as many as content possible to post to engage the receivers. It uncovers the deepest insights of the people.

➤ Social media is the apt source for helping the needs. The people are connected through social media and wholeheartedly helping the poor for their daily needs and enables the poor child to get education and to publish articles and reviews. It also makes other people to help others. The needs could reach them through social media for seeking help from them. The adults used the social media to gather worldwide adults together to get their own rights.

Disadvantages

Though there are many advantages, there are some disadvantages in using social media. Adults become very addicted to social media. First of all, they become very lazy and forgets hard works in thinking of smart works using social media. As they receive many sources of learning in social media, they fail to respect the teachers. It shows the changes in the behavior of the adults. Lot of learning platforms are available in social media but the adults are not using it properly. Many are to be taught many times for their better understanding in different teaching methodologies whereas the social media fails. The adults use social media mostly for chatting with friends rather than for learning, marketing and exposing the talents. Sometimes, the real talents are failed to be appreciated by the people and easily criticized in the public forum. It limits them in developing themselves and affects them psychologically. The social media makes the adults to go in wrong way. They are not guided by anyone so that they could be free in choosing their own path without realizing good and bad. Adopting social media is not easy for everyone once they receive negative feedback. For making everything in the success, one could spend much time on social media which may bring to a wrong path. For every step one need to wait for long time to see the results and immediate feedback and appreciation is impossible which diminish the interest of the adult. The psychological changes in the behavior of adult should be carefully handled which fails in social media.

2. Objectives of the study

1. To study the Social media usage patterns in Namakkal district.
2. To understand the factors influencing the usage of Social media
3. To analyse the personal benefits of using social networking site.
4. To offer valid suggestion to the adolescent for using social media.

2.1 Reviews

A literature review is a text written by someone to consider the crucial points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

Jothi, Neelamalar and Prasad [1] reviewed and analyzed the contents of three Social Networking Sites to study the effectiveness of brand communication strategy followed in these sites which are mainly accessed by Indian users. The study attempts to find out the effectiveness of brand communication strategy

in promoting and advertising their brand in social networking sites. They suggested some methods to make advertisements more interactive among the target audience.

Tiryakiogiu and Erzurum [2] investigate the opinions and arrogances of the instructors regarding use of Facebook in the Faculty of Communication Sciences at Anadolu University in Turkey. The study finds that 74% instructors have Facebook account and they spend less than half an hour in a day on Facebook. The main purpose of using Facebook is to communicate with friends. They also observe that Facebook can provide important contributions to social interactions among students as well as to communicate between instructors and students.

Akyildiz and Argan [3] examined the usage of Facebook, a significant component of SNSs among Turkish undergraduate students. The study explores the social, daily and educational purposes of using Facebook and also the time spent on it. Further the study found that almost all students have a Facebook account and this network is used .for social and daily activities rather than educational and school related purposes. Majority of the students associated with this new media since last 2 years.

Annapoorna Shetty, Reshma Rosario, Sawad Hyder [4] had studied the impact of social media on youth. Their objectives were to understand the awareness level of usage of different social networking sites, to search level of trust over information received from social media, to understand various problem of it and to check behavior of youth towards social media. For the study they were asked 100 respondents to fill up the questioner. By asking various questions like necessity, positivity, helpful in education, helpful to get knowledge etc they derive to conclusion that if social media use in positive manner then it can develop youth's career, skill, life style and so on.

Asad Ali, Anam Iqbal and Kanwal Iqbal [5] in their study theyanalyzed the effects of social media on youth. How they use it in daily life and its impact on society through different angles like educational learning, entertainment, job opportunities, health, communication, interaction, enhancing skills, and online shopping.

Shabnoor Siddiqui and Tajinder Singh [6] in their study they analyzed the impact of social media on various fields like education, business, society, youngsters etc. Social media has various merits but it also has some demerits which affect people negatively, false information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. At last their key conclusion is that the use of social media is beneficial but should be used in a limited way without getting addicted.

3. Research methodology

For securing complete information, descriptive research is chosen. The research instrument used in the study is Questionnaire and Personal interview method. The questionnaire consists of both open end and close end questions.

Data source

The data used for the study is Primary data. Primary data is the data collected for the purpose of study by the samples taken. The primary data was collected by conducting a personal interview through a structured questionnaire. The sample size of the study is limited to 50 users. The sampling procedure used in this study is Random sampling.

4. Analysis and interpretation of data

Analytical framework

Simple statistical tools like percentage analysis, Mean and Chi-Square test have been used to analyze the collected data and interpret the result.

Demographic profile of the respondents

The demographic profile of the users like gender, area, age and educational qualification are obtained rationally from the adolescents. Other demographic details like occupation, family monthly income and family size are also considered as the fundamental tools to identify the Impact of Social Media on Adolescents in Namakkal District.

Table 1.1
Percentage analysis for demographic profile

Variables	Factors	Number of respondents	Percentage
Gender	Male	26	52.0
	Female	24	48.0
	Total	50	100.0
Age	10 years	35	70.0
	11 to 14	8	16.0
	15 to 17	5	10.0
	18 to 24	2	4.0
	Total	50	100.0
Marital Status	Unmarried	36	72.0
	Married	14	28.0
	Total	50	100
Educational Qualification	School level	20	40.0
	Under Graduate	12	24.0
	Post Graduate	11	22.0
	Professional	3	6.0
	Others	4	8.0
	Total	50	100.0
Occupational Status	Business/ Professional	6	12.0
	Employed	10	20.0
	Student	33	66.0

	Others	1	2.0
	Total	50	100.0
Family Size	Up to 3 members	9	18.0
	4-5 members	35	70.0
	Above 5 members	6	12.0
	Total	50	100.0
Monthly Income	Below 20000	38	76.0
	20001 to 30000	9	18.0
	30001 to 40000	3	6.0
	Total	50	100.0
Area of Residence	Urban	17	34.0
	Rural	24	48.0
	Semi urban	9	18.0
	Total	50	100.0

It is concluded from the above table 1.1 that maximum 52% of the Respondents are male. The 70% of the respondents are in the age group of above 10 years and this age group possesses maximum percentage of the respondents. It clearly states that the 72% of the respondents are Unmarried. Maximum 40% of the respondent has studied school level. Maximum 66% of the Respondents are Students and it is clearly identified that the sample unit possesses the majority of Students. The sample unit possesses maximum 70% of the families in the category of 4 - 5 members. It provides that the 76% of the respondents belong to the income group of below 20000. The sample unit comprises maximum 48% of the respondents are residing in rural area.

Social media

Social media are interactive computer -mediated technologies that facilitate the creation and sharing of information, idea, career interests and other forms of expression via virtual communities and networks. The following table shows the classification of the respondent based on their Social networking.

Social Network

Table 1.2
Social Network

Social networking	Frequency	Percent
Yes	50	100.0

It is understood from the above table 1.2 that 100% of respondents are using social networking.

Social Networking Site

Table 1.3
Social Networking Site

Social networking si	Frequency	Percent
Face book	25	50.0
You Tube	15	30.0
Twitter	1	2.0
Others	9	18.0
Total	50	100.0

It is found from the above table 1.3 that 50% of the respondents are face book user, 30% of the respondents are you tube user, 2% of the respondents are twitter user.18 % of the respondents are using other networking sites. It indicates that the majority of the respondents are mostly using Face book.

Device used in Social Network

Table 1.4
Device used in Social Network

Device	Frequency	Percent
Mobile	46	92.0
Personal computer	2	4.0
Laptops	2	4.0
Total	50	100.0

It is found from the above table 1.4 that 92% of the respondents are using mobile, 4% of the respondents are using personal computer for Social network and the remaining 4% of the respondents are using laptops. It indicates that the majority of the respondents are using mobile for social network.

Duration of Usage on Social Network

Table 1.5
Duration of Usage on Social Network

Duration	Frequency	Percent
Less than 6 months	3	6.0
6 months to 1 year	5	10.0
1 year to 2 year	4	8.0
More than 2 years	38	76.0
Total	50	100.0

It is clear from the above table 1.5 that 6% of the respondents are using less than 6 months, 10% of the respondents are using 6 months to 1 year, 8% of the respondents are using 1year to 2 year and 76 % of the respondents are used more than 2 years. It indicates that the majority of the respondents are using more than 2 years.

Time Spent on Social Network

Table 1.6
Time Spent on Social Network

Hours	Frequency	Percent
Less than 1 hour	21	42.0
1-2 hours	17	34.0
2-3 hours	7	14.0
More than 3 hours	5	10.0
Total	50	100.0

It is found from the above table 1.6 that 42% of the respondents are spending less than 1 hour, 34% of the respondents are spending 1-2 hours, 14% of the respondents are spending 2 -3 hours and 10 % of the respondents are spending more than 3 hours. It indicates that the majority of the respondents are spending less than 1 hour in social network.

Number of access on Social Network

Table 1.7
Number of access on Social Network

Usage	Frequency	Percent
Daily	38	76.0
Two days once	4	8.0
Weekly once	1	2.0
Monthly once	7	14.0
Total	50	100.0

The above table 1.7 shows that 76% of the respondents are accessing social media on daily basis, 8% of the respondents are accessing once in two days, 2% of the respondents are accessing social media weekly once and 14 % of the respondents are accessing once in a month. It indicates that the majority of the respondents are accessing social media daily.

Content of Social Media

Table 1.8
Content of Social Media

Content	Frequency	Percent
Fitness & Nutrition	3	6.0
News	5	10.0
Lifestyle	24	48.0
Entertainment	14	28.0
Others	4	8.0
Total	50	100.0

The above table 1.8 shows that 6% of the respondents are fitness & nutrition viewers, 10% of the respondents are news viewers, 48% of the respondents are lifestyle viewers, 28% of the respondents are

entertainment and 8% of the respondents are used other content of social media. It indicates that the majority of the respondents are Lifestyle viewers.

Preference of Social Media

**Table 1.9
Preferences of Social Media**

Preference	Frequency	Percent
Videos	31	62.0
Pictures	5	10.0
Articles	5	10.0
Others	9	18.0
Total	50	100.0

It is found from the above table1.9 that 62% of the respondents are willing to watch videos, 10% of the respondents are interested to see pictures, 10% of the respondents are using for articles and 18% of the respondents are using social media for other areas. It indicates that the majority of the respondents are willing to watch videos.

Active on Social Media

**Table 1.10
Active on Social Media**

Time	Frequency	Percent
Day time	22	44.0
Night time	28	56.0
Total	50	100.0

It is found from the above table 1.10 that 44% of the respondents are using social media in the daytime and 56% of the respondents are using in the night time. It indicates that the majority of the respondents are using in the night time.

Association between Demographic profile of the Respondent and social networking sites

The Cross-Tab analysis has been performed between the demographic profile of the Adolescent and Social networking sites. It is used to find out the varied opinion of the Respondent about the Social networking sites. Further, chi-square test has been applied to test the proximity of the same.

**Table 1.11
Gender of the Respondent and social networking sites**

		Social networking sites				Total
		Face book	You Tube	Twitter	Others	
Gender	Male	12	6	1	7	26
	Female	13	9	0	2	24
Total		25	15	1	9	50

From the above table1.11, it is found that the female respondents are using Facebook prominently.

The following table indicates the nature of association between the gender of Respondent and social networking sites.

Gender of the Respondent and social networking sites

	Value	df	Sig.
Pearson Chi-Square	4.345	3	.227
Likelihood Ratio	4.892	3	.180
Linear-by-Linear Association	2.400	1	.121

Hypothesis . There is no association between Gender of the Respondents and social networking sites

From the chi-square test, it is found that Pearson’s chi-square value (4.345), likelihood ratio (4.892) and linear by linear association (2.400) are not significant at 5% level. Hence, it is concluded that the gender of the Respondents and social networking sites are not associated. It implies that there is no association between the gender of the Respondent and social networking sites.

Association between Demographic profile of the Respondent and Content of social media

The Cross-Tab analysis has been performed between the demographic profile of the Adolescent and Social networking sites. It is used to find out the varied opinion of the Respondents and Content of social media. Further, chi-square test has been applied to test the proximity of the same.

Table 1.12

Gender of the Respondent and Content of social media

	Content of social media					Total
	Fitness & Nut	News	Lifestyle	Entertainment	Others	
Gender Male	2	3	12	7	2	26
Female	1	2	12	7	2	24
Total	3	5	24	14	4	50

From the above table1.12, it is found that the most of the respondents are Life style viewers.

The following table indicates the nature of association between the gender of Respondents and Content of social media.

Association between Gender of the Respondent and Content of social media

Chi-Square Tests			
	Value	Df	Sig
Pearson Chi-Square	.454	4	.978
Likelihood Ratio	.461	4	.977
Linear-by-Linear Association	.261	1	.610

Hypothesis . There is no association between Gender of the Respondents and Content of social media

From the chi-square test, it is found that Pearson chi-square value (0.454), likelihood ratio (0.461) and linear by linear association (0.261) are not significant at 5% level. Hence, it is concluded that the gender of the Respondents and social networking sites are not associated. It implies that there is no association between the gender of the Respondents and content of social media.

Association between Demographic profile of the Respondents and Device to Access social network

The Cross-Tab analysis has been performed between the demographic profile the Adolescent on Social networking sites. It is used to find out the varied opinion of the Respondents and device to access the social network. Further, chi-square test has been applied to test the proximity of the same.

Table 1.13
Age of the Respondent and Device to Access social network

Age	Access the social network			Total
	Mobile	Personal computer	Laptops	
10 years	31	2	2	35
11 to 14	8	0	0	8
15 to 17	5	0	0	5
18 to 24	2	0	0	2
Total	46	2	2	50

From the above table 1.13, it is found that the most of the respondents are mobile users in the age group of 10 years.

The following table indicates the nature of association between the age of the Respondents and Device to access social media.

Age of the Respondents and Device to Access Social Network

Chi-Square Tests			
	Value	Df	Sig
Pearson Chi-Square	1.863	6	.932
Likelihood Ratio	3.000	6	.809
Linear-by-Linear Association	1.270	1	.260

Hypothesis - There is no association between Age of the Respondents and Device to Access social network

From the chi-square test, it is found that Pearson chi-square value (1.863), likelihood ratio (3.000) and linear by linear association (1.270) are not significant at 5% level. Hence, it is concluded that the Age of the Respondents and Device to Access social network are not associated. It implies that there is no association between the Age of the Respondents and device to access social network.

Personal Benefits of Using Social Networking Site

Table 1.14
Personal Benefits of Using Social Networking Site

Personal benefits	Mean	Std. Deviation
Helpful for studies	2.04	.807
Staying connected with people	3.46	1.373
Learn new skills	3.64	1.208
Entertainment	3.18	1.587
Sharing common interests	2.68	1.392

The result of descriptive analysis shows the personal benefits of Respondents. In Personal Benefits of using Social Networking Sites, learning new skills possess the highest mean value (3.64) and Helpful for studies has the lowest mean value (2.04). So, the Respondents are highly benefited by Learning new skills through social network.

5. Recommendations

- Social networking sites can allow teens to find supporting online that they may lack in traditional relationships, especially for adolescent.
- Useful information can be exchanged over social networking sites.
- It helps to pass the information from individual to group.
- It may increase new E- learning applications through social media in which smart learning can be achieved.
- It is better to reduce unwanted track in social media

6. Conclusion:

The purpose of this research is to find out the impact of social media on adolescent. It is found that social media's are very popular among the adolescents with the majority of them using face book as a main application in social network. The social media networking as become an important part of life and it is an additional communication tool for adolescent. The findings of this study gives that how adolescent are rely on the using of social media networking. The future of social media networking is mobile phones. Many people are using smart phones as their main tool for using social network. The increasing trend of voice messages, image search as well as audio visual massages, the act of typing become very less in the future. With the help of social media networks like Face book, Instagram and Twitter etc., we can see a massive increase in audio and video based contents. It is very clear that the future of social media networking fully made up of images and videos. The future prospects of social media networking may help to predict the exclusive audience, making E- content, less typing, more visual etc.,

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