

# SOCIAL MEDIA USAGE AND ADDICTION AMONG YOUNGSTERS

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**Abstract:** Social Media is developing on a day to day basis and the no of users of each and every social media platform is increasing tremendously. Addiction among the youngsters are also increasing for the usage of social media. Understanding the amount of time spent on various social media sites, it will be helpful in designing an advertisement for Social platforms and positioning of products and promotions for products and services. Also, a study to understand what are the factors that influence people to spend more time on social media platforms.

## Introduction

When the world of communication and distance between people have started to reduce, over the telecommunication industry, Social Networks have started to take over the era of Digital World. Social media is a platform that bridges the gap among the individuals. Being sharing and connecting is a need, it happens virtually in cyber Zone through various forms. With the growing advancements in the field of technology and the more and more customized and attractive social media networks and applications have started to make people spend more amount off free and leisure time just in front of their laptops and smartphones.

Also, the major reason for the addiction of youngsters into the social networking sites, is that the content that flows through the wall of every person is so customized accordingly as per the preference of that particular person, his/her likes & dislikes, what are the things they like, their expectations and wishes, and much more.

On performing a research among screenagers, found that people within the age group of 18-24 years spend nearly 5-8 hours on an average on the social networking sites and more findings. As social media addiction is becoming a very common issue among the screenagers and there are many medication and phycological counselling for people who have become so desperate over the social networking where they forget to know the difference between the things that they see over internet and what happens in the real world.

With the data collected and statistics report which was arrived at, the best way to reach the generation of screenagers is digital. The major corporates can focus on digital marketing campaigns for their products and services, which can bring in a lot of conversions for sale and the reach of the campaign will be huge and more number of audiences will be covered.

## **Objective of the Study**

The major objective of this study is to understand and analyses the impact of social media in the minds of the youngsters and the amount of impact the various aspects of social media create on them and the addictive nature of the people towards various social media sites and applications and the reasons to it. In the growing technological era, the number of advancements and updates in the social networking field is increasing at an unexpected range. Understanding the adaption of the youngsters towards this advancement and the amount of addictiveness they possess towards these applications and thee features on the social networking sites and media.

The major reason for the addictive nature of the youngsters towards this social media platform are the various features and the customizations that allow thee users to interact with new people daily and to get updated on the day to day happening and even every minute happenings in a very interesting and attractive way which will help them to remember and re-collect when needed.

At the same time, the major reason of this study is to know why the generation of Millennials have started to get over hyper active and addictive towards the Social Media platforms and the applications. On an average an individual who is a regular user of Facebook and other social media sites, spends about 6-7 hours solidly on these sites. But the major question on is how much of that time used is being productive and changes to be wisely used time for developing their skills and so on.

## **Research Design**

This study investigates the screenagers and digital native's behavior related to social media and their level of addiction. It is necessary to carry out a primary research to collect the required information for this research. A survey in the form of a questionnaire was preferred research method and this was used to collect data both in online and offline on the different research hypothesis. A survey instrument, Questionnaire is developed for measuring different elements related to usage pattern, antecedents and consequences. The second part is to understand the usage pattern of social media. The third part is to understand the positive effects of social networking sites. The final part is to find the negative effects of social media. Cooper and Schindler (2008) expressed that a quantitative method was appropriate when research sought to identify relationships between variables within a specific sample of a population. Both nominal and 5-point rating scale (Likert scale) is used to understand usage pattern. Likert scales are used to find the positive and negative effects on users of social networking sites. The questions are selected carefully in such a way it best suited the research objectives. Most of the questions are in Likert scale and so closed ended.

### **(a) Method of Data Collection**

The survey Questionnaire is circulated through offline and also through online. This is because the prospecting users, who is using social media would be very active online and offline is preferred for collecting data in the

age of above 40. The data are collected randomly in the state of Tamilnadu. In offline, the places where the data are collected are colleges, apartments in Coimbatore. At most care was taken to include all the demographic segments to avoid bias towards any particular factor.

### **(b) Population**

The population for this survey would be the people above the age of 12 in Tamilnadu. This is because only people above the age of 12 are eligible to use social networking sites in India. Hence sufficient sampling technique should be adopted to collect the data. This sampling technique should be in such a way that it should represent the entire sample.

### **(c) Sampling Design**

Here the entire population is split geographically for our convenience. The size of the sample is chosen sufficiently at least to represent all the options included in the demographic factors. Sample data is collected offline through hard copies that are distributed among the respondents. Final results are made to understand the usage pattern, positive and negative effects of social networking sites using descriptive, frequency analysis and also through cross tabs of influencing antecedents.

### **(d) Sampling Method and Sample Size**

The subgroup chosen for our survey is the state of Tamilnadu. Hence, all the individuals above the age of 12 in Tamilnadu would represent our sample. A user of social media is the sample of this study. Probability sampling technique is used in order to provide an equal chance to all the elements in the population. Simple random probability sampling technique is used to collect the data. This sampling technique is used because of time constraints and to have a fair spread of data when demography is considered. Sample size chosen is 202. Hence, data is collected around 202 elements from the sample i.e. around 202 individuals, who are in the age of above 12 in the state of Tamilnadu are chosen randomly for data collection.

### **(e) Tools of Analysis**

The tools of analysis used are SPSS (Statistical Package for Social Science) Statistics 23 and Microsoft Excel.

### **Analysis and Interpretation: Profile of The Respondents**

**(i) Age:** Usage of the major social media platforms varies by factors such as age, gender and educational attainment. Age is one of the important factors to find the usage pattern of social media. When it comes to social media usage, age makes a difference. Attitude, Interests and Motivation vary greatly according to age.

Non-overlapping equal categories of age groups are used in questionnaire to classify the respondents according to their age group. As seen, the majority of the respondents (75%) belongs to the 12-24 age group followed by the 25-54 category (21%). 3% respondents belong to 55-64 category and 1% respondents belong to the above 35 years of age.

(ii) **Gender:** Gender has traditionally been an important variable in segmentation because male and female brains are dramatically different anatomically, chemically, hormonally, and physiologically. Experts have discovered that there are actual differences in the way men's and women's brains are structured, genetically affecting the way they react to events and stimuli. Therefore, responses based on gender can have a significant impact on the data. It is evident that out of the 202 samples, 42% are female respondents and the remaining 58% responses are from male.

(iii) **Education:** From a total sample of study, 28% percentage of people have been educated up to Bachelors, another 62% people have been educated up to Masters, 7% people have been educated up to Higher Secondary and only 3% have been educated up to doctorate.

(iv) **Device Types:** In India, there are 106 mobile brands presented across the country. Users who is using smart phones are the users of social media apps in mobile. Irrespective of the mobile brand, the usage pattern and its effects blow out among the users.

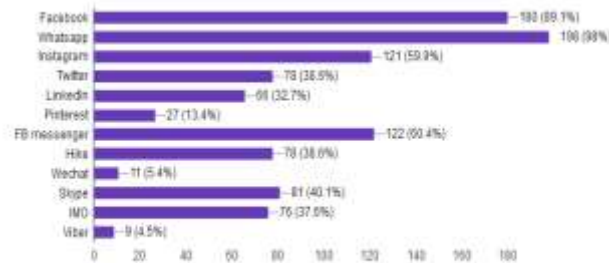
#### Usage Pattern: Time

**Findings:** The number of hours user spends in social media growing based on several factors. Irrespective of the age group and the social media, 69% of the respondents use social networking sites less than 4 hours. About 24% of them spend 5 to 8 hours in a day in social media, and 5% of the survey takers spend 9 to 12 hours in social media and 2% of them spent more than 13 hours in social networking sites. Based on age irrespective to the social media, in the age category of 12 to 24, 72%. Most of the respondents spend less than 4 hours, 20% of them spend 5 to 8 hours, 5% of them spend 9 to 12 hours and 2% of them spend more than 13 hours. In the age cadre of 25 to 64 years, 57% of them spend less than 4 hours, 38% of them spend 5 to 8 years, and 5% of them spend 9 to 12 hours in social networking sites.

**Inference:** The role of social media plays very important role in the day to day life of the person. Mobile usage increases because of the social media applications. It is evident that an average the users spends 7 hours a day.

Mostly in the age group of 12 to 24 years old, the youth and teens spend more time in social media. In the age of above 25, spends on average about 4 hours a day. This is comparatively low than the youths.

### (i) Social Media Types



**Findings:** WhatsApp has become ubiquitous in the country. Followed by Facebook, Instagram and twitter are the mostly used sites by the people. Facebook usage is dropped because the parents starts using these sites, post unnecessary pictures and various security reasons.

**Inference:** Irrespective of the age group, WhatsApp and Facebook is being used in India. It is evident that Instagram is more popular among the youths and only one-third of the people between 25 to 54 age group using it. Twitter is vice-versa of Instagram user. It is apparent that Twitter is mostly used above the age of 25. There are very limited youth uses the Twitter in mobile. Unrelatedly to the variance of age group, LinkedIn is being used. But respective to the education level, the usage of LinkedIn varies.

(ii) **Frequency:** Social sites getting increases year by year. Totally 200+ active social networking sites are available excluding dating sites. WhatsApp has become ubiquitous in the country. Even government organizations such as police departments are using WhatsApp, and so are teachers who are using this instant platform to swiftly connect with students. At the time WhatsApp entered India, people were mostly using traditional SMSs to communicate with people. Unlike Western nations, ISPs in India didn't offer texts for free. This got WhatsApp an instant foothold in the country.

It is prominent that Facebook is the second most used social networking sites and Instagram holds the third most used site and followed by Hike and then LinkedIn, Twitter, IMO.

**Findings:** In the age of 12-24 years, 52.48% of 75% users says they used WhatsApp the most, in the category of 25 to 54, 13.37% of 20.79% use WhatsApp the most. Among 55-74 years old, 0.99% of 3% user mostly use WhatsApp than the other apps.

In the age of 12-24 years, 11% of 75% users says they used Facebook the most, in the category of 25 to 54, 6.5% of 20.79% use Facebook the most. Among 55-74 years old, 1.5% of 3% user mostly use Facebook than the other apps.

In the age of 12-24 years, 6% of 75% users says they used Instagram the most, in the category of 25 to 54, 0.5% of 20.79% use Instagram the most. Among 55-74 years old, none has use the Instagram.

**Inference:** It is prominent that WhatsApp is the most used app heedless of the age group. Next to that, Facebook holds the place and followed by Instagram.

It is also evident that Instagram is used mostly by the youth who is under the age group of 12 to 24. Above 25 years of age, trend among them is very low.

### Conclusion

The usage pattern of the screenagers tells the frequency, strength and the social media types they used often. This would be useful for the organizations to develop digital marketing plan. It also obvious that this medium will be the source of market information and sometimes to makes a way to hear customer opinions/points of view.

Also, the social media companies make this study useful to improve (as much as possible) their networking places/locations based on the user's usage pattern. This makes them to create further new and interesting (success plans/ways of reaching goals) and also it may help them to (branch out into different things) their services in future.

The positive effects of social media strengthen the user to use the medium regularly and also users get more advantage by making their life easier. To spread it around the world, this would be the best (raised, flat supporting surface). The startups in a very cheap marketing budget, they can do promotions to a mass crowd.

The organizations also face some bad effects due to false information spread thought newspapers, web sites, and TV. It spoils the company reputations sometimes. The customers of their organizations can also be find out by the competitors and there is a lot of possibility for the fighting to take by force/take control of these important information through social media.

Since the coming into view of social media in 2004, a growing percentage of patients use this technology for health-related reasons. This study provides understanding of the newly-visible use of social media in healthcare. Especially, it identifies types of use by patients as well as the effects of such use, which may differ between patients and doctors. In the same way/in that way, our results (solid basic structure on which bigger things can be built) and suggestions (or possible plans of action) can serve to guide future research, and they also have practical effects/results/suggestions for healthcare providers and policy makers.

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