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A STUDY ON SOCIAL MEDIA AS A MAJOR SOURCE OF INCOME AMONG YOUTH

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Abstract

“It was a busy schedule, so let's watch some reels and enjoy our leisure” This is the situation today. Earlier people used to spend time in gardens and enjoying natural beauty to feel free and get relaxed from their busy life. Today most people dedicate their free hours on social media watching reels, funny videos, movie critics, informative videos etc. here comes the role of social media. About 80% of youth in our country had made use of this social media as a major source of their income. It has turned out to be a platform for presenting their skills and the social media is paying them well once they achieve a good number of subscribers and viewers. This not only generates income for them but also helps them to be famous.

This study is conducted to analyze how far social media has become an important source of income among youth.

Introduction

Social networking simply refers to the use of internet-based social media sites to stay connected with family, friends and colleagues. However, these sites have resulted in the formation of various applications which attract the younger generation to upload videos and present their skills to the public. Earlier this has been used as a platform for bringing life to one's knowledge on various fields. But now it has turned out to be a stage which is used not only for offering their artistic skills but also for making income through the same.

The contents of these videos vary from youth to senior citizens. Often senior people relate their articles more to informative videos, cookery shows and sometimes also their profession. Doctors may upload videos which raise contents related to various diseases and how to overcome the same. Teachers present various topics and study materials in an interesting way so as to enable students understand better these topics. Thus goes the channels of senior professionals. But this is not the case of youth. Their contents are extremely different. Majority of them focus on funny videos, criticizing movies, trolling famous actors and actresses and even politicians. Some others try to find something new through various experiments. Nowadays it is trending to find contents related to social awareness and daily life issues too. All these contents are presented either in a funny way or as a tragic story. However, these have become a source of entertainment for people.

When talking about how the younger generation gets income from this, let's know more about the guidelines disclosed by various social networking sites. Income is generated when one's channel starts getting advertisements and also subscription fees. This is the case of YouTube. While the number of followers give fame to one's Instagram reels. Such that there are rules and guidelines for each social networking site. Though these sites have been made use years before, now we can see a tremendous change as a variety of applications have been merged in recent years. Technological advancement is one of the main reasons that the younger generation got attracted to social networking sites.

This study is conducted to make an analysis on how younger generation is utilizing social media to generate income. Daily millions of people especially youth are creating their own channels through YouTube and uploading videos thus gaining income. Let's see how that works and also how that helps in economic development.

Social networks are websites and apps that allow users and organizations to connect, communicate, share information and form relationships. People can connect with others in the same area, families, friends and having interest. Social networks are one of the most important uses of the internet today.

Purpose of social networking

- **Sharing:** The major purpose of social networking is to reach one's friends and relatives who stay in different places through sharing information, videos, photos and so on. These sites also enable us to communicate with other people with similar interest.
- **Learning:** it serves as great learning platforms. Consumers can instantly receive breaking news, get updates regarding friends and relatives or learn about what's happening in their community.
- **Interacting:** it enhances user interactions by using the barriers of time and distance. With cloud based video, communication technologies such as WhatsApp or Instagram live, people can talk face to face with anyone in the world.
- **Marketing:** Companies may tap into social networking services to enhance brand awareness with the platform users, improve customer retention and conversion rates and promote brand and voice identity.

Social networking sites

- **Facebook:** Facebook users create profiles, share information, send messages and post status updates on their walls. Ranked the most active social networking platform by Data reportal. Facebook has more than 2.9 billion active users. In 2021, the company was renamed Meta to reflect its business beyond just social media.
- **YouTube:** this popular video sharing website enables users to share, upload and post videos and vlogs. According to Global media Insight, YouTube has more than 2 billion monthly active users.
- **WhatsApp:** this free instant messaging app lets users send text messages, make videos and voice calls, and share documents. According to WhatsApp, it has more than 2 billion users worldwide.
- **Instagram:** This free social media platform enable users to share long and short form videos and photos. It is primarily designed for ios and Android Smartphone users, but a desktop version is also available.
- **Twitter:** Launched in 2006, this social media platform enables users to share their thoughts and opinions with a broad audience by posting messages known as tweets that contains up to 280 characters.

Need and Significance of the study

Recently the numbers of youth making use of social networking sites have increased to a great extend. Contents whether good or bad are viewed by millions of people which cleared the way for gaining income from these sites. The contents created by these young generations have contributed directly or indirectly to the economic development of our country. When employment remains a serious issue, these social networking sites came to be a blessing for the youth as few among them has utilized these sites to the maximum by putting much of their efforts for bringing out their talents and thus earning huge amount of money.

Related study shows that, as per Michael (2012) postulates that "with attributes that can affect the way people interact online, social media opens up new ways for collaboration and discussion. One of this persistence, meaning that a great deal of content posted on social media sites may remain there

permanently by default. Other characteristics are reliability and search ability. The characteristic of accessibility is also important. Social media can be used anywhere at any time, when an internet connection is available”

According to Nadkarni and Hofmann (2012) people use Facebook due to the need to fit in as well as self presentation. Toma and Hancock (2013) found that facebook profiles help to fulfill individual person’s want for self worth and self integrity.

Statement of the problem

One of the major drawbacks of our country is unemployment. Today, we see many people; especially the young generation utilize social media as a source of income. This worked for many people but still majority among them haven’t cleared the way. Payment from social networking sites are made with regard to certain guidelines and majority of people fail to achieve these rules and hence does not gain any income. One has to cross many hurdles to get the fruit. Not everyone is successful in this game. They need to wait for a long period of time which again ruins their career.

Objectives of the study

- ❖ To find out the role of social media in generating income among youth.
- ❖ To understand more about various social networking sites.
- ❖ To analyze how far social networking sites have been beneficial to youth.
- ❖ To give suggestions for young generation regarding the use of Social networking sites.

Methodology

Research Design: Descriptive survey research design is used.

Population of the study: Youth is focused

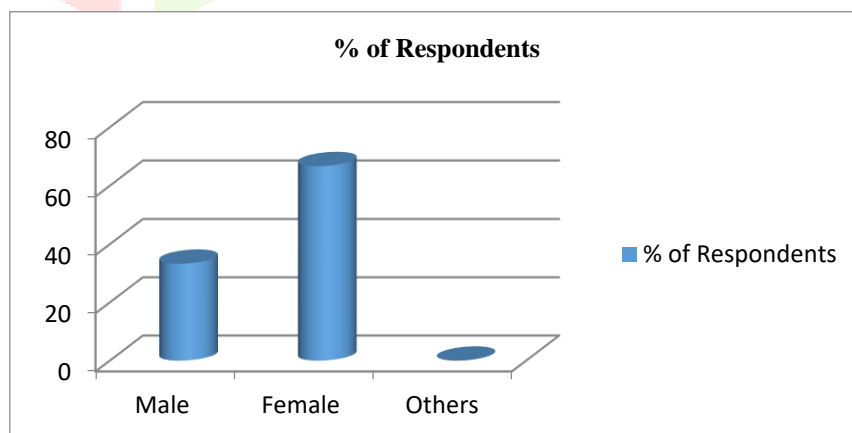
Sample of the study: A Sample is taking from 100 people who make use of social networking sites for the purpose of earning income.

Tools: Simple percentage is used to analyze the data.

Analyses and Interpretation

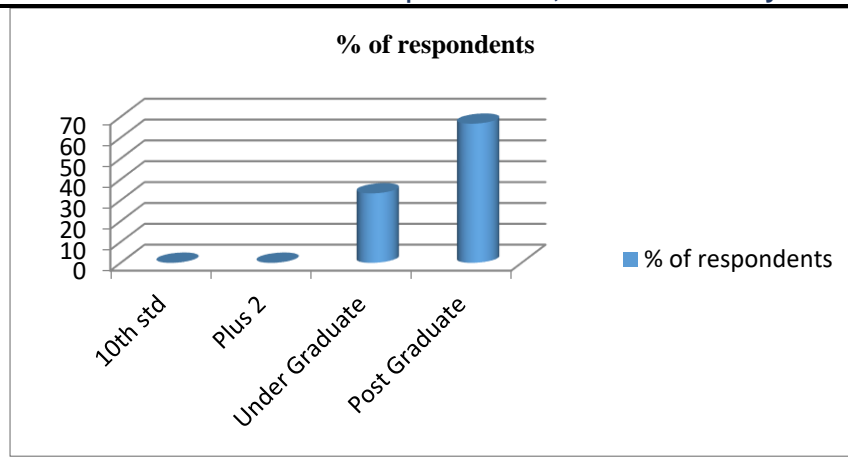
1. Gender

Gender	Percentage of Respondents
1. Male	33.3
2. Female	66.7
3. Others	0



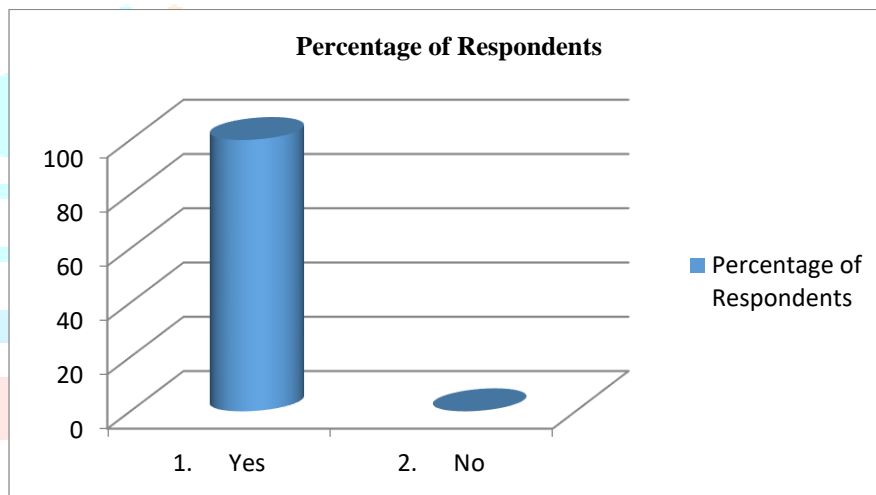
2. Educational Qualification

Qualification	Percentage of Respondents
1. 10th Standard	0
2. Plus 2	0
3. Undergraduate	33.3
4. Post Graduate	67.7



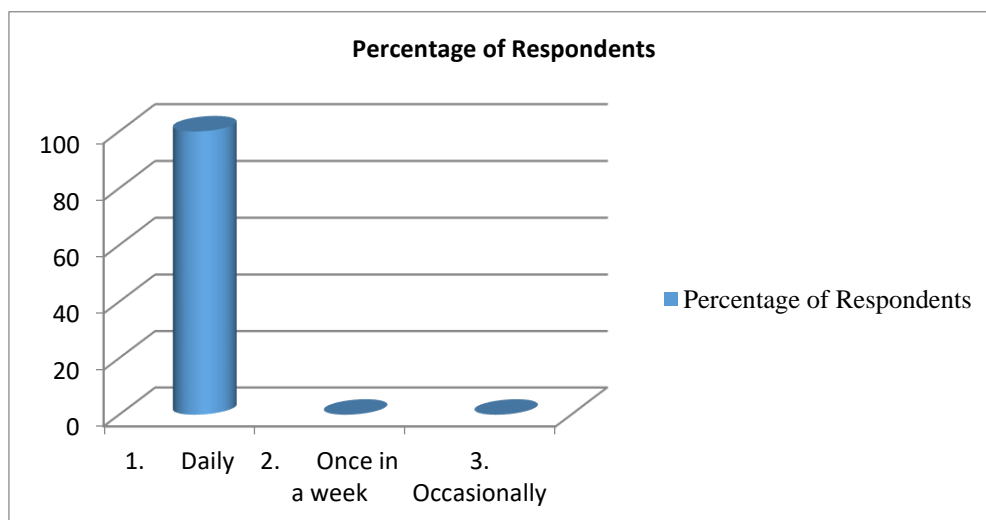
3. Frequency of Use

Frequency of use	Percentage of Respondents
1. Yes	100
2. No	0



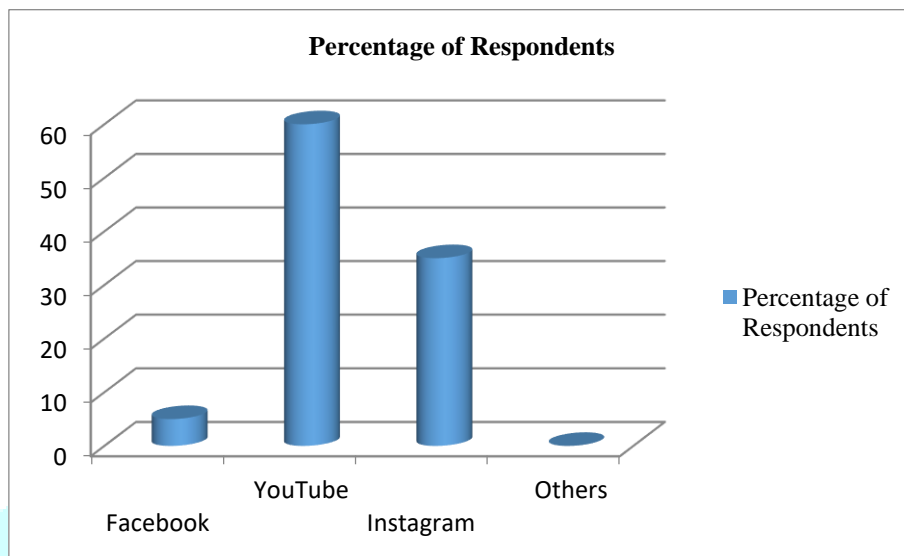
4. Time of Use

Frequency	Percentage of Respondents
1. Daily	100
2. Once in a week	0
3. Occasionally	0



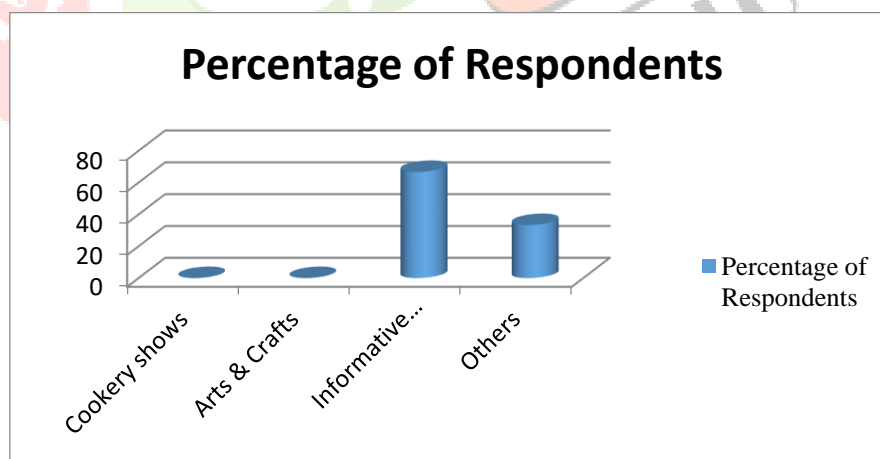
5. Preferred Sites

Sites	Percentage of Respondents
1. Facebook	5
2. YouTube	60
3. Instagram	35
4. Others	0



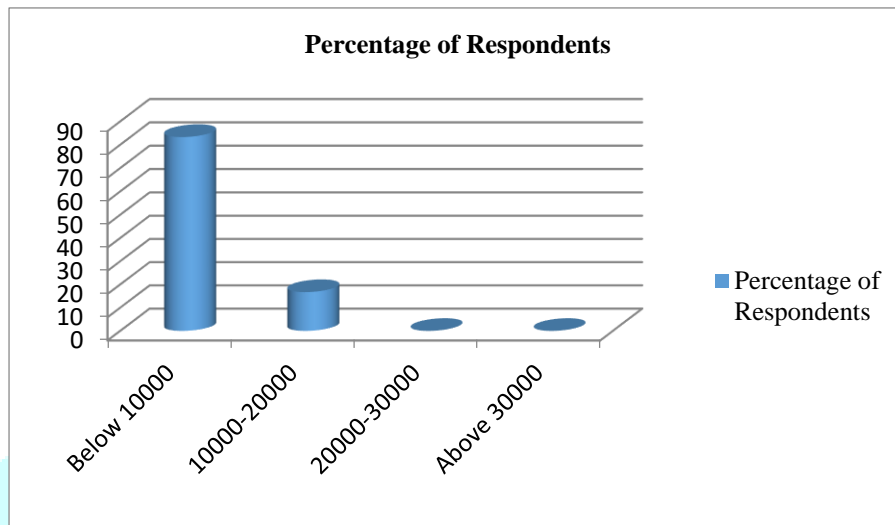
6. Kind of Videos

Kinds of Videos	Percentage of Respondents
1. Cookery shows	0
2. Arts & Crafts	0
3. Informative videos	66.7
4. Others	33.3



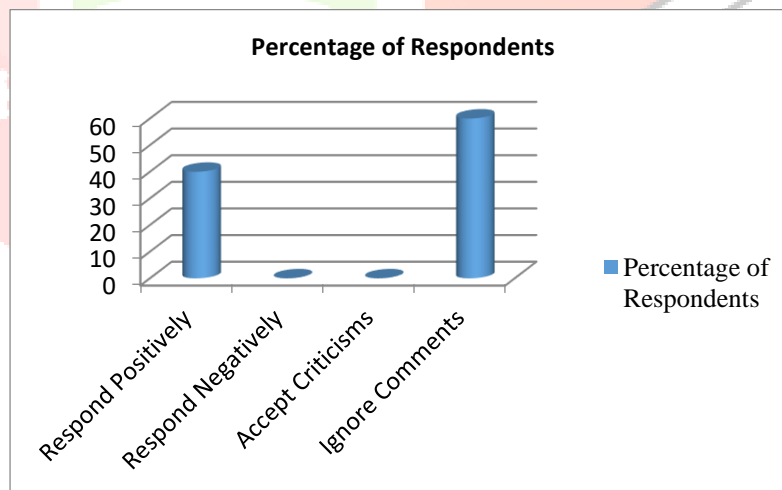
7. Income of Respondents

Income	Percentage of Respondents
1. Below 10000	83.3
2. 10000-20000	16.7
3. 20000-30000	0
4. Above 30000	0



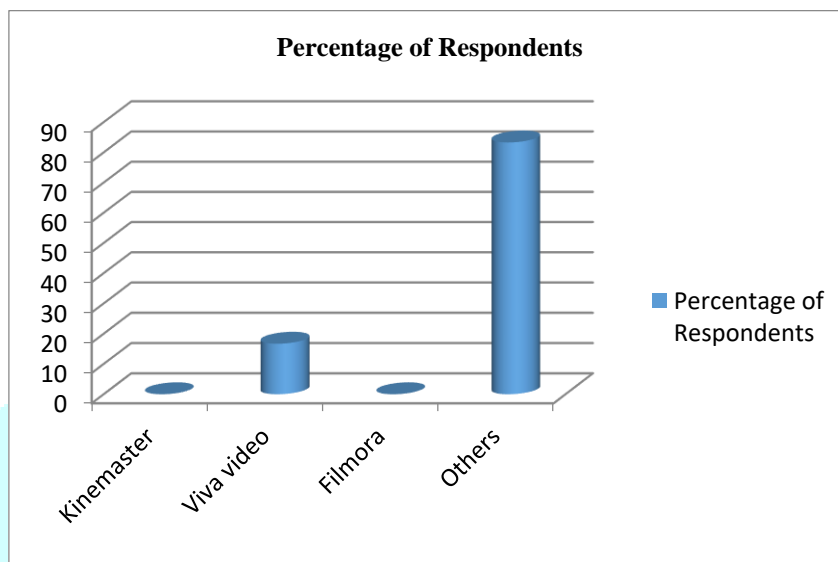
8. Reactions to Negative Comments

Reaction	Percentage of Respondents
1. Respond Positively	40
2. Respond Negatively	0
3. Accept Criticisms	0
4. Ignore Comments	60



9. Device or Software Used

Device or Software	Percentage of Respondents
1. Kinemaster	0
2. Viva video	16.7
3. Filmora	0
4. Others	83.3



Findings

- As per the data collected 66.7% of the respondents are female and balance 33.3% are male.
- Majority of the respondents are qualified people. Preferably noting 66.7% are post graduate and 33.3% are under graduate.
- 100% of the respondents are frequent users of Social networking sites.
- 100% of the respondents make use of Social networking sites daily.
- As per the data collected most people prefer YouTube (60%) and Instagram (35%). Very few uses Facebook and other networking sites.
- Majority of the Respondents (66.7%) are interested in uploading videos like experiments, entertainments etc. About 33.3% of the respondents prefer to upload informative videos.
- Majority of the respondents 83.3% earn income below Rs 10000 whereas few among them 16.7% earns between 10000 and 20000.
- From the data collected it is understood that 60% of the respondents ignore negative comments and 40% reacts positively.
- 83.3% of the respondents use other kinds of devices or software for editing videos. Whereas few among them (16.7%) use viva video.

Suggestions

This study is conducted to analyze the emergence of Social media as a major source of income among youth. As the study proceeded it was analyzed that majority of the users of social networking sites are highly qualified youth and very few among them are successful in this field. This platform is a highly competitive one. One must spent more time in content creating, shooting and editing videos. If they seek the help of any other person to do any of these steps it is again an expensive process. However their income is also very pathetic. Hence it would be better to choose any other field as per their qualification and technical knowledge through which they can get a permanent source of income. Of course social networking sites have been a higher source of income for many people among the youth across countries but these doors are not open to each and everyone.

Conclusion

A study on social media as a major source of income among youth is conducted in order to find out the benefits and drawbacks of social networking sites. As the study progress it is clear that the younger generation is addicted to social media sites. Very few among them has made tremendous use of these sites and grabbed huge amount of money. This is mainly through their entertainment programmes which include comics, experiments, and artistic skills and so on. One has to follow the guideline expressed by these social networking sites. Anyway the result is not satisfactory for a majority percentage of younger generation. They spent more of their time in such sites hoping to earn more income. But a very few among them are successful in this field.

Acknowledgement

I wish to express my deep gratitude and thanks to God who helped me to complete this journal. I extend my respect to the head of this journal who guided me to complete the journal. I also thank my parents, friends and all those who helped me in data collection and made my project a valid one.

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