



A Study Of Influence Of Social Media On The Youths Of Pune City Of Maharashtra

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Abstract:

Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, ideas, experiences, views and media, create event for online conversations and interactions between groups of people. In the current context, a young man cannot imagine his life without social networks. Pritam Gundcha and Huan Liu (2012) argue that the increasing use of social networks has gradually inspired users, especially the younger generation, which has shifted the power of information and influence from the media to social media users. Foon Hew, (2011) studied the important role social media played during this period in bringing people together and making society and government listen to their voices in many cases in India. in recent times.

Researcher has derived a conceptual model in the present study showing the influence of four factors (social, marketing, education- knowledge and health) on youth of Pune city. The research has been conducted aiming to understand the influence of social media on people specially youngsters of Pune city.

Keywords: SNS, Social media, Youth addiction of SM, Impact of SMS

Introduction

Social media is a powerful new form of communication and the number of users on popular social media sites is growing at exponential rates. Millions of people are using social media tools as part of their everyday lives for work, studies and play because of its ubiquity (Sonawane and Patil, 2015). Other professionals like librarians, as mentioned by Muhammad, A., & Zhiwei, T. (2021) who identified the importance and use of emerging technologies and social media in libraries.

Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media is the medium to socialize. They use web-based technology to quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. A

social network is a collection of individuals linked together by a set of relations. Online social networking sites 'virtually' link individuals, who may or may not 'know' each other.

Objectives of the Study:

- To understand the influence of social media on youngsters of Pune city.
- To analyze the various activities of youth which are directly related with major factors like Social, Educational, Marketing and Health.
- To study the positive and negative impact of these factors on youth of Pune city.
- To conclude the results with reference to this study on a positive side and to leave the area for future researchers to work upon the solutions to reduce the adverse and negative impact by strengthening positive aspects.

Review of literature

TikTok can have a negative impact on studies of management students as they are spending 1-2 hours daily consuming entertainment videos on this application Vhatkar, M. A., & Mali, D. N. (2021), whereas another study findings says that As far as permission of parents for the use of social media is concerned, results showed that there are no gender differences in this regard. This means that both males and females take parental permission for the use of social media; except in case of males between the age group of 16. Vaidya, A., & Vaidya, A. (2020).

Kumar et al. (2015) in a research paper quotes the social media is the most rapidly growing tool used for marketing due to its better reach, huge database and affordability. It also states that user generated content helps the marketers to plan marketing activities as the user experiences could be easily judges by the reviews and posts by the users.

4.3 Hypothesis of the Study:

A hypothesis is known as a general set of assumptions made by a researcher to confirm a fact that has continued to work since its inception. It is also known of the initially proposed explanations based on limited evidence to initiate further investigation.

Statistical Hypothesis:

This type of hypothesis is more specific and concrete which represents null and alternative assumptions regarding the subject under the study. General forms of statistical hypothesis for this study are as under:

- H0: There is no significant effect of Social Media on Teenagers and Youth on Education related activity.
H1: There is significant effect of Social Media on Teenagers and Youth on Education related activity.
- H0: There is no significant effect of Social Media on Teenagers and Youth on marketing related activity.
H1: There is significant effect of Social Media on Teenagers and Youth on marketing related activity.

- H0: There is no significant effect of Social Media on Teenagers and Youth on Health related activity.
H1: There is significant effect of Social Media on Teenagers and Youth on Health related activity.
- H0: There is no significant effect of Social Media on Teenagers and Youth on Social Activity.
H1: There is significant effect of Social Media on Teenagers and Youth on Social Activity.

Sources and Methodology:

The present study was begun with literature search. The researcher was searched the relevant literature published in the forms of books, research journals, conference proceedings, web sites, etc by using keywords such as social media, social networking and internet applications and reviewed the same so as to get the research gap. On the basis of research gap, the research problem was stated. Hence the methodology followed for making the study is described as under.

Data collection:

Primary data collection:

To collect primary data, the researcher used a structured questionnaire that included parameters on the influence of social networks on young people. Private (face-to-face) interviews with respondents were conducted using a questionnaire, due to the advantages of this method over other methods. The researcher obtains any other information regarding the respondents through personal interviews. Usually, if the respondent has questions or doubts, the researcher or interviewer can follow up with them. After primary data collection, all complete questionnaires were analyzed and questionnaires filled out incorrectly or with some other problem were discarded.

Secondary Data collection:

In this study, the author used multiple sources of secondary data collection. Newspapers, research journals, media websites, books, journals, research articles published in national and international journals were recently referenced for secondary data. Recent cases related to the use of social media have been obtained from various online newspapers and newspapers in English and Gujarati. Even some articles from the press supplement were discussed. The websites of media channels such as Times of India, NDTV and Mint and were cited when the content was obtained and various online dictionaries such as Oxford and Cambridge were consulted, for theoretical content and definitions. different meanings of many terms.

Sample frame:

With reference to collect the data, researcher has considered any male or female, falling in the age group of 15 to 35, resident of Pune city and nearby within 100 kilometers area around Pune and using social media for the last 6 months.

Sampling Technique

The researchers have used a non-probability convenient sampling method for the present study.

Sample Size:

The sample size can be calculated using the central limit theorem concept and then finding the sample size for a finite population using the formulas in the book (Ken Black, 2008). The central limit theorem states that for sample sizes greater than 30, the sample mean is normally distributed regardless of the shape of the population. Therefore, sample means can be analyzed using the z-score. Therefore, it is possible to calculate the sample size using the z-score. (Israel, Glenn D., 1992) cited the following formulas for large populations from the work of (Cochran, 1963:75) developed to give a representative sample of the ratios:

$$\text{Sample Size (n)} = Z^2_{\alpha/2} * (p) * (1-p) / c^2$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage selecting a choice, (.50 used as maximum variability considering worst situation)

c = confidence interval, (e.g., .05 = ±5) or desired level of precision.

$$n = 1.96^2 * .5 * .5 / .05^2$$

$$= 384.16$$

$$\approx 385$$

For present study, 600 samples had been taken from various areas of Pune city.

Data analysis:

To understand the positive influence of social media on youngsters, researcher has framed questions that represent the objective we wanted to suffice. With reference to check the positive influence of social media the responses received from young social media users demonstrate great amount of reliability. In this part, the respondents were asked to rate the statements on the scale of 1 to 5. (Where 1 represents strongly agree and 5 strongly agree).

Social media has been the most effective part as per the responses received, a large part of the respondents strongly believe that the use of social media has made them have a bigger social network and have increased their friend circle. Social media do help youngster to get updated with current scenario and to get more knowledge.

Techniques of Data Analysis:

Several statistical analyses are taken to investigate objective of the study. These analyses are conducted by statistical package for the social sciences (SPSS) version.16.0. Descriptive statistics and Regression Analysis is applied on primary data for examining the effect of Social Media on teenagers and youth of Pune city.

FINDINGS:

- Out of 600 respondents, around 594 were using social media from more than 6 months i.e. 99% and 6 respondents were using social media from less than 6 months i.e. 6%.
- Around 4 were from 15-20 years i.e. 0.7% and 273 respondents were from 21-25 years i.e. 45.5%, 260 respondents were from 26-30 years i.e. 43.3% and 63 respondents were from 31-35 years i.e. 10.5%.
- The gender of respondents for present study around 469 were male i.e. 78.2% and around 131 were females i.e. 21.8%.
- Majority of respondents using Facebook regularly, 2 rank to Twitter, 3rd Rank to LinkedIn and 4th Rank to Google +.

Influence of social media on youngsters of Pune city.

- 69% respondents always use Facebook social networking site, 48% respondents use sometimes twitter as a social networking site, 46% respondents hardly use LinkedIn as a social networking site and 42% respondents hardly use Google + as a social networking site.
- 52.3% respondents using social networking sites from last 3-4 years, followed by 31.7% respondents using social networking sites from more than 4 years. While only 3.8% respondents using social networking sites from last 1-2 years.
- Majority of respondents using smart phone as an electronic device for accessing social media, 2nd rank assign to laptop, 3rd rank assign to desktop computer followed by 4th rank assign to tablet and 5th rank assign to smart TV.
- 48.5% respondents spends 0-5 hours on social networking sites from Monday to Friday followed by 20% respondents spends 6-10 hours on social networking sites from Monday to Friday. While only 8.2% respondents spends 31-40 hours on social networking sites from Monday to Friday.
- 34.5% respondents spends 11-20 hours on social networking sites on Saturday & Sunday followed by 29.8% respondents spends 6-10 hours on social networking sites on Saturday & Sunday. While only 2.5% respondents spends more than 40 hours on social networking sites on weekends Saturday & Sunday.
- 51% of respondents always prefer to chat with friends via social networking sites, 40% prefer to chat with classmates, 54% hardly use social networking sites to chat with family, 29% always use social networking sites to chat with co-workers, 32% frequently use social networking sites to chat with Spouse/Girlfriend/Boyfriend/Fiancée/Fiancé, and 41% occasionally use social networking sites to chat with People living far away (Foreign country/Other city etc.), 55% respondents always use social networking sites to chat with Common mind-set/ groups/ forum, 55% respondents sometimes use social networking sites to chat with Teacher/students, 35% respondents hardly they use social networking sites to chat with Professional/consultant and only 50% respondents hardly they use social networking sites to chat with strangers.

Limitations of the study:

- One of the major issues faced while conducting the research is gaining access to the data. With the advancement of technology, today internet becomes an easier approach for the collection of secondary data due to pool of various amounts of e resources available in the form of e – journals, online articles and other e resources. However getting permission of physical access to collect primary data can be still difficult (Gummersson, 2000). Respondents are not ready to give answer due to fear of leaking personal information, lack of interest, lack of time, and due to shortage of resources. To overcome, this obstacles research made a pre survey talk with the respondents.
- Whenever research is conducted by any researchers, ethical issues are considered as an important priority, According to Cooper & Schindler (2008, pp 34), the rules or standards or norms of behaviour that helps in deciding moral choices about behaviour and relationships with other people termed as ethics. To overcome this obstacle, researcher has developed research design with the help of sound methodology and involvement of respondents at every stage of data collection by ensuring them confidentiality of their opinions, personal information, and answers to questions and also conveyed the purpose of the research before carrying out the actual research.
- The sample size considered in the present study is relatively less compare to the geographical condition of Pune city.

Conclusion:

The concluding words shall have suggestions also for the later researchers to extend the future studies in the areas of usage of social media networking sites and other digital media sites. The capabilities of social networking site are underutilized. There is a need for implementing a standard social media usage policy at all levels, such as primary and secondary school and university level. We have seen that social media usage has proved all its benefits in terms of health awareness, educational requirements and marketing strategies to boost the economies and trade but these are only one part of the moon and another part of the moon poses some serious threats as well. The need for reducing the disadvantages of excessive usage of social media networking sites and promoting the awareness programs as well.

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