

## A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON YOUTH IN COIMBATORE

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### **ABSTRACTS**

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. The popularity and development of social networking sites has revolutionized the way of communication especially among youth. Although these Social Networking Sites has contributed in keeping people connected but at the same time the risk factors associated with the use of social networking sites cannot be denied. The purpose of this study is to identify the need of Social Networking Sites and its impact on their social interactions and behaviour. And it will provide qualitative research that helps us understand how audiences use social media. A sample of 100 respondents was taken into by using convenient sampling techniques. Only college students who are using any kind of Social Networking Sites were included in the sample. The data was collected by well structured questionnaire. The findings revealed that maximum of the students were having whatsapp and maximum numbers of students are using social networking sites for communication with friends.

**Key Words :** Social Networking Sites (SNS), E-mail and Website.

## INTRODUCTION

Social networking sites 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. Adolescents become heavy users of this technologies specially the web based social networking services like Facebook, Google, Whatsapp, Twitter, Instagram, Linkedin, Gaming Sites etc. 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.

## STATEMENT OF THE PROBLEM

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 purpose of this study is to identify the need of Social Networking Sites and its impact on their social interactions and behaviour. And it will provide qualitative research that helps us understand how audiences use social media.

## OBJECTIVES OF THE STUDY

- ❖ To find out the purpose of using social networking sites.
- ❖ To identify the impact on social networking sites.

## LITERATURE REVIEW

- ✓ **Romesh Chandar and Dr.Kunwar Singh<sup>1</sup> (2017)**, they studied on ‘Impact of Social Networking Sites on the Students: A case study of Central University of Jammu’. This research is to identify the impact on SNS in Central University of Jammu. Questionnaire is designed to collect the data. Sample size is 200. The findings revealed that majority of the respondents were Female and post graduates. It is also found that majority of students were having facebook account.

- ✓ **Jaffar Abbas and Jaffar Aman<sup>2</sup> (2019)**, studied the ‘The Impact of Social Media on Learning Behaviour for Sustainable Education: Evidence of Students from Selected Universities in Pakistan’. This study represents the relationship between antithetical and creative characteristics of social media and exhibits avenues for future studies by facilitating a better understanding of web-based network use.
- ✓ **Nurul Syazwani Zamir and Nur Atiqah Zaihan<sup>3</sup> (2018)** discussed, ‘A Review on Social Media Usage Among Students’. This project aims to discuss the usage of social media among the students. Students are engaged in various types of social media has become essential activity for most people. More than a billion individuals around the world are connected and networked together to create, collaborate and contribute their knowledge and wisdom. So in this article toward the end it is your decision to either utilize online networking decidedly and advantage from it in your social and scholarly life, or fall as casualty of internet based life’s negative effects.

#### METHODOLOGY OF THE STUDY

Methodology is an essential aspect of any research or investigation. Both primary data and secondary data are collected. 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. The population is indefinite so 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 100 respondents.

**Objective 1** To find out the purpose of using social networking sites.

**Table: 1**  
**Demographic Profile of Respondents**

Variables		No. of Respondents	Per cent
Age	18 – 21	45	45
	22 – 25	31	31
	Above 25	24	24
	<b>Total</b>	<b>100</b>	<b>100</b>

Sex	Male	45	45
	Female	55	55
	<b>Total</b>	<b>100</b>	<b>100</b>
Academic Qualification	Under Graduates	40	40
	Post Graduates	38	38
	M.Phil	18	18
	Ph.D.	4	4
	<b>Total</b>	<b>100</b>	<b>100</b>

**Source : Primary data**

Table 1 shows that out of 100 respondents, *45 per cent of the respondents are under the age group of 18 – 21 years*, 31 per cent of the respondents are under the age group of 22- 25 Years and 24 per cent of the respondents are under the age group of above 25 Years Whereas, *55 per cent of the respondents are female* and 45 per cent are male. Academic Qualification of the respondents are showed that, *40 per cent of the respondents are under graduate students*, 38 per cent of the respondents are post graduates, 18 per cent of the respondents are M.Phil. scholars and 4 percent of the respondents are Ph.D.

**Table: 2**  
**Purpose of using Social Networking Sites (SNS)**

Variables		No. of Respondents	Per cent
Type of SNS	WhatsApp	25	25
	Facebook	18	18
	Twitter	8	8
	LinkedIn	12	12
	Instagram	5	5
	Google	21	21
	You Tube	11	11
	<b>Total</b>	<b>100</b>	<b>100</b>
Purpose of using SNS	Communication with friends	24	24
	Online learning	23	23
	Searching of information	18	18
	Watching Videos on Topics	15	15
	Private messaging	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

Table 2 shows that out of 100 respondents, 25 per cent of the student prefer Whatsapp, 21 per cent of the respondents are prefer Google, 18 per cent of the students are prefer Facebook, 12 per cent of the students are prefer LinkedIn, 11 per cent of the students are prefer You Tube, 8 per cent of the students are prefer Twitter and 5 per cent of the students are prefer Instagram. 24 per cent of the respondents are used SNS to communicate with friends, 23 per cent of the respondents are used for online learning, 20 per cent of the respondents are used for private messaging, 18 per cent of the respondents are used for searching of information and 15 per cent of the respondents are used for watching videos on topics.

**Objective 2** : To identify the impact on social networking sites.

**Table: 3**  
**Impact on Social Networking Sites**

Variables		No. of Respondents	Per cent
<b>Frequency of Usage</b>	Regularly	58	58
	Twice a day	27	27
	Weekly	10	10
	Monthly	05	05
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Educational Usage</b>	Self-Learning	45	45
	Research and Learning	26	26
	Personality Development	20	20
	Expression of own ideas	09	09
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Risk in SNS</b>	Interruption in Study	10	10
	Internet Addiction	16	16
	Inducing to illegal Activities	10	10
	Lack of Privacy	21	21
	Lose of Personal Information	43	43
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Effects in Relationship</b>	Spent more time with family	16	12
	Spent less time with family	72	72
	Spent the same time with family	12	16
	<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

Table 3 shows that, *58 per cent of the respondents are regular user of SNS*, 27 per cent of respondents are used for twice in a day, 10 per cent of the respondents are used for weekly once and remaining 5 per cent of the respondents are used for monthly once. The educational usage of the respondents shows that, *45 per cent of the respondents are used for self learning*, 26 per cent of the respondents are used for research and learning, 20 per cent of the respondents are used for their personality development and 9 per cent of the respondents are used to express their own idea in public. The risk in SNS shows that, *43 per cent of the respondents are losing their personal information in SNS*, 21 per cent of the respondents risk is lack of privacy, 16 per cent of the respondent's risk is internet addiction and 10 per cent of the respondent's risk is interruption in study and inducing illegal activities. Impact of SNS in relationship is shows that, *72 per cent of the respondents are spend less time with their family*, 16 per cent of the respondents are spending the same time with their family and 12 per cent of the respondents are spending more time with their family.

**MAJOR FINDINGS**

- ✓ 45 per cent of the respondents are under the age group of 18 – 21 years.
- ✓ 55 per cent of the respondents are female.
- ✓ 40 per cent of the respondents are under graduate students.
- ✓ 25 per cent of the students prefer Whatsapp.
- ✓ 24 per cent of the respondents are used SNS to communicate with friends.
- ✓ 58 per cent of the respondents are regular user of SNS
- ✓ 45 per cent of the respondents are used for self learning.
- ✓ 43 per cent of the respondents are losing their personal information in SNS.
- ✓ 72 per cent of the respondents are spending less time with their family.

**SUGGESTIONS**

- ❖ Respondents need to reduce the spending time in social networking sites.
- ❖ Respondents should aware of cyber crime while sharing personal information.
- ❖ Respondents should not establish their identity in the social networking sites.
- ❖ At the time of accepting the relationship of opposite gender each and every respondents should analyse the back round of the persons.

## CONCLUSION

Social networking sites 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.

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