The Impact of Social Networking Sites on the Youth with Special Reference to Chennai City

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Abstract

Objective: This study aimed to know the perception of individuals towards mobile banking and find out the satisfaction levels of users towards mobile banking.

Methods: A prospective study was conducted among customers in Chennai, India. A total number of 155 participants. (Male 88, Female 66 and Prefer not to say 1). Data were processed and analyzed by the Statistical Package for social science. Descriptively analysis and chi squire was performed. P values < 0.05 were considered statistically significant

Results: A total of 155 respondents of 56.77 percent of respondents are male, and 42.58 percent of respondents are female and prefer not to say 0.65 percent in the usage of Social Network Sites. It is found that the majority of respondents are Male. The majority of the respondents are the purpose of using social networking sites in (SSN) 24.52% just for fun and entertainment (SNS). Here the majority of the respondents are preferred social networking sites are Whatsapp.

Conclusion: After getting all findings and discussed the end of collected data, the researcher recommends some measures to use of social media in the right direction and utilize social media favorable and appropriate manner to its users. Positive use of social media can develop the youth's skill, better living style, Career, adopt new trends, and anthropology so on. The study is useful to the teacher, parents, educators in particular, and society in general to understand the behavior of the youth of today.

Keywords: Social networking sites, Youth, Social Media, Face book, Twitter & Whatsapp.

Introduction

India has 560 million active Internet users as of 2019. India is the second-largest online market, behind China. It is estimated that by 2021 there will be around 560 million active internet users in India. (https://sannams4.com) Social Networking sites in India generate a tremendous amount of traffic compared with other countries, but it's not just population density that equates for this traffic. India is, without a doubt, becoming one of the most technologically powerful countries in the world (Lee, H 2020) Social media has become an essential part of life for many young generations in today's world. Many young people keep on engaging themselves with social media without even caring to think about what would be the impact of Social Media on youth (Bhasin et al. 2019) Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, share content, chat, and video call among many other functionalities it offers to its users. For a person to be a member of any social media, he or she has to first signup and then sign in to access content and be able to share and chat with other users of that social media platform. Some common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snapchat among others (Mageto 2017).

Literature Review

Banurekha et al. (2013), as of this writing, there are hundreds of SNSs, supporting a wide range of interests and practices, with various technological affordances. While their critical technical features are relatively consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based n common language or shared racial, sexual, religious, or nationality-based identities. Locations such as mobile connectivity, blogging, and photos/video – sharing, also vary in the extent to which they incorporate new information and communication tools. Annapoorna Shetty (2015) Social Networking sites provide a platform for discussion on issues that have been unnoticed in today's world. This study is conducted to check the impact of social networking sites in the education of youth. This is survey-type research, and where the data was collected through the questionnaire. One hundred sampled children fill the survey, and the non-random sampling techniques were used to select sample units. Here respondents face the main problem during the use of social media are unwanted messages, Is social media helping today's youth in Education, Does use of social media deteriorates our social benchmarks, Is social media act negatively in the Education of a child. Social media promotes unethical pictures, images among youth and video clips anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a pivotal role to create political awareness among youth. Geeta Rai (2017), the purpose of the study was to examine the usage pattern of social networking sites among the youth of today's generation. A descriptive research design was used to understand the usage pattern of SNS amongst youth and its impact on their performance and psychological well being. Results indicated that the students have access to the internet; 73 % are members of any one of the social networking sites, Facebook being very popular, followed by Google +. The majority of the students used social networking sites, mainly for social purposes, rather than for educational purposes. It was also reported that SNSs did not affect performance and study habits though it affected language to a certain extent.

Objectives of the Study

- To know the various factors influencing the user to go for social networking sites.
- To learn the awareness level of usage of different social networking sites.
- To check out the impact of social media on the educated youth.
- To find out the level of trust over the information received from different social networking sites.
- To analyze the satisfaction of users about social networking sites.

Methodology of the Study
Data Collection

Primary Data: Primary data has first had the information it was collected from the respondent by using a structural Questionnaire. The researcher has obtained the primary data through the survey method.

Secondary Data: Secondary data are those who have been already collected by someone else and which have been established through the statistical processes. In this study, data has been taken from various secondary sources like newspapers, the Internet, books, magazines, reports, publications, and journals.

Design of the Study: The descriptive research was conducted using the procedure survey method, and it is one form of methodology in social sciences studies.

Sample Size: This study will cover the option of 155 respondents to find out the impact of social media among the youth in Chennai city. The student will be asked to fill the questionnaire based on their knowledge.

Percentage Analysis

1. The table shows 42.58% of the respondents are female, and 56.77 % of the respondents are male. The majority of the respondents are male.
2. The table shows that 85.16% of the respondents are 18-20 years, 6.45% of the respondents are

21-23, 0.65% of the respondents are 24-26% years, 0.65% of the respondents are 27 -29 years, 7.10 % of the respondents are below 18. The majority of the age of respondents is 18 - 20 years.

3. The table shows 87.10% of the respondents have a degree, 3.23 % of the respondents are P.G., and above, 9.68% of the respondents are up to higher secondary. The majority of the respondents are 87.10% having a degree.

4. The table shows 0.65% of the respondents are agriculturists, 5.81% of the respondents are doing business, 3.87% of the respondents are employed, and 89.68% of the respondents are students. The majority of the respondents are students.

5. The table shows 38.71% of the respondents are in a rural area; 12.90 % of the respondents are in a semi-urban area; 48.39 % of the respondents are in urban areas. The majority of the respondents are in the metropolitan area.

6. The table shows 32.26% of the respondents are saying no, the member of the social networking site 67.74% of the respondents is said yes. The majority of the respondents are said yes, they are a member of the social networking site.

7. The table shows 18.71% of the respondents are said I joined once, but I didn't enjoy it. 4.52% of the respondents say it against my culture, 40.00% says no privacy.14.84% says not interested in joining social networking, 21.94% of the respondents are unaware of social networking. The majority of the respondents are told there is no privacy in social networking.

8. The table shows 18.71% of the respondents are said I joined once. Still, I didn't enjoy it, 4.52% of the respondents say it's against my culture, 40.00% says no privacy, 14.84% says not interested joining the social network, 21.94% of the respondents says unaware about social networking. The majority of the respondents are said no privacy; they are a member of the social networking site.

9. The table shows 24.52% of the respondents are said just for fun. Entertainment, 14.84% keeping in touch with family, 20.00% means keeping in touch with friends, 5.81% are to be

in because it is popular no word, 22.58% of the respondents are to meet new people, 12.26% of the respondents are saying entertainment. The majority of the respondents are the purpose of using social networking sites in (SSN) 24.52% just for fun and entertainment (SNS).

10. The table shows 37.42% of the respondents are accessing daily, 15.48% of the respondents are less than that,18.06% of the respondents are using monthly, 29.03% are using weekly. The majority of the respondents often access regularly do access their profiles daily.

11. The table shows 5.16% of the respondents are said challenging to use, 40.65% of the respondents are easy to use, and 27.10% are saying neither easy nor difficult, 0.65% of the respondents are reported very difficult, nor 26.45% of the respondents are said very easy. The majority of the respondents are told easy to find social networking sites.

12. The table shows 6.45% of the respondents are prefer the sites in Facebook, 19.35% of the respondents are preferred in Instagram, 0.65% of the respondents are prefer LinkedIn, 0.65% of the respondents are twitter, 72.26% of the respondents are in Whatsapp, 0.65% of the respondents are YouTube. The majority of the respondents are preferred social networking sites are Whatsapp.

13. The table shows 8.39% of the respondents are actively using four, 23.87% of the respondents are one, 27.10% of the respondents are three, 25.81% of the respondents are using too, 14.84% using and above. The majority of the respondents are three of the social networking sites use actively.

14. The table shows 21.29% of the respondents are roughly using 1-2 years, 13.55% of the respondents are 1-6%, 18.06% of the respondents are using 2-3 years,7.74% of the respondents are said 6months-1 year, 12.90% of the respondents are less than a month, 26.45& of the respondents are more than three years. The majority of the respondents are having been using social networking sites using roughly more than three years.

15. The table shows 21.29% of the respondents are says networking sites in 1-2 years, 13.55 of the respondents says 1-6 months, 18.06% of the respondents are 2-3 years, 7.74% of the respondents have been in 6 month - 1 year, 12.90% of the respondents have less than a month, 26.45% have been more than three years. The majority of the respondents are having been using social networking sites in more than three years.

16. The table shows 35.48% of the respondents are said to agree, 16.77% of the respondents have disagreed, 36.13% of the respondents are neutral, 3.23% of the respondents are said strongly agree, 8.39% of the respondents are strongly disagreed. The majority of the respondents agree that the usage of SNS leads to less emotional bonding in relations says neutrally.

17. The table show 43.87% of the respondents are said, not ok; 56.13 % of the respondents say ok. The majority of the respondents are said OK parents' opinions of using social networking.

18. The table shows 33.55% of the respondents are making new friends online more than in person are maybe, 32.26% of the respondents are no, 34.19% of the respondents are saying yes. The majority of the respondents are saying yes for making new friends online more than in person.

19. The table shows 19.35% of the respondents are said maybe, 18.06% of the respondents say no, 62.58% of the respondents say yes. The majority of the respondents are said yes, they are a member of the social networking site.

20. The table shows 13.55% of the respondents are negatively impacted, 86.45% of the respondents are positively impacted. The majority of the respondents are said positively affected in the usage of SNS changed in personal life.

21. The table shows 32.26% of the respondents are saying maybe, 30.97% of the respondents say no, 36.77% of the respondents say yes. The majority of the respondents are saying yes in SSN influence of lifestyle in any way.

22. The table shows 35.48% of the respondents are said maybe, 31.61% of the respondents say no, 32.90% of the respondents say yes. The majority of the respondents are told may bethink the usage of SNS can be an alternative to face-to-face interaction.

23. The table shows 30.32% of the respondents are said maybe, 45.16% of the respondents are said no, 24.52 % of the respondents are reported yes. The majority of the respondents are said no; they think it's possible to find life partners from among online friends.

24. The table shows 21.94% of the respondents are saying, 17.42% of the respondents say less active, 23.23% of the respondents say moderately active, 12.26% of the respondents say not busy at all, 25.16% of the respondents say very active. The majority of the respondents are told very active in supporting social issues through SNS.

25. The table shows 13.55% of the respondents are always said, 24.52% of the respondents are said never, 61.94% of the respondents are said sometimes. The majority of the respondents are sometimes told to share personal, social aspects of SNS.

26. The table shows 3.87% of the respondents are saying the contrary, 35.48% of the respondents say neutral, 42.58% of the respondents are saying positive, 1.94% of the respondents say very negative, 16.13% of the respondents say very positively. The majority of the respondents are told positive of the usage in SNS impact of academic performance of sports and others of the social networking site.

27. The table shows 32.90% of the respondents are said, maybe, 8.39% of the respondents say no, 58.71% of the respondents say yes. The majority of the respondents are said, yes, social networking is essential.

28. The table shows 15.48% of the respondents are actively said to agree, 28.39% of the respondents are said to Disagree, 43.23% of the respondents are said neutral 2.58% of the respondents are said strongly agree, 10.32% of the respondents are strongly disagreed. The majority of the respondents are active social media a waste of time says neutrally.

29. The table shows 9.68% of the respondents of youth say 1, 14.84% of the respondents say 2, 36.77% of the respondents say 3, 17.42% of the

respondents say 4, 21.29% of the respondents say 5. The majority of the respondents are said 3 in information create confusion in the mind of youth.

30. The table shows 39.35% of the respondents are agreed, 7.74% of the respondents say disagree, 36.77% of the respondents are neutral, 10.32% of the respondents say strongly agree, 5.81% of the respondents say strongly disagree. The majority of the respondents are approved in social media has a positive impact on youth.

31. The table shows 52.26% of the respondents are agreed, 7.10% of the respondents say disagree, 17.42% of the respondents say neutral, 16.13% of the respondents say strongly agree, 7.10% of the respondents say strongly disagree. The

majority of the respondents are recognized in social media helps create awareness among youth.

32. The table shows 7.74% of the respondents are said 1, 4.52% of the respondents say 2, 29.03% of the respondents say 3, 27.10% of the respondents say 4, 31.61% of the respondents say 5. The majority of the respondents are said five social media is helpful to connect users.

33. The table shows 27.10% of the respondents are said maybe, 9.03% of the respondents show no, 63.87% of the respondents are reported yes. The majority of the respondents say yes in social networking technology used for e-learning by colleges.

Hypothesis Testing

S. No.	Null Hypothesis (H0)	X2	P value	Result
1	H_{01}: There is no significant relationship between gender and purpose of Using Social Networking Sites	13.8343	0.181	**Accepted**
	The calculated value of chi-square is greater than the P -value. The hypothesis is accepted. It can be calculated that there is no relationship between gender and the purpose of using social networking sites.			
2	H_{02}: There is no significant relationship between gender and access your profile	10.7278	0.097	**Accepted**
	As the calculated P -value is greater than 0.05. The hypothesis is accepted. It can be calculated that there is no relationship between gender and the access your profile.			
3	H_{03}: There is no significant relationship between gender and prefer to use	10.6423	0.386	**Accepted**
	Since the calculated value of chi-square is greater than the P-value. The hypothesis is accepted. It can be calculated that there is no relationship between gender and the prefer to use.			
4	H_{04}: There is no significant relationship between gender and No of friends	22.9270	0.001	**Rejected**
	The calculated value of chi-square is less than the P-value. The hypothesis is rejected. It can be calculated that there is no relationship between gender and the number of friends.			
5	H_{05}: There is no significant relationship between gender and privacy policies	5.8282	0.666	**Accepted**
	As the calculated P- value is greater than 0.05. The hypotheses is accepted. It can be calculated that there is no relationship between gender and the privacy policies.			
6	H_{06}: There is no significant relationship between gender and Social media helps to search for business	0.9596	0.998	**Accepted**
	The calculated value of chi-square is greater than the P -value. The hypothesis is accepted. It can be calculated that there is no relationship between gender and the social media helps to search for business.			
7	H_{07}: There is no significant relationship between gender and Level of Satisfaction	7.5449	0.479	**Accepted**
	As the calculated P -value is greater than 0.05. The hypotheses is accepted. It can be calculated that there is no relationship between gender and the level of satisfaction			

8	H_{08}: There is no significant relationship between age and purpose of Using Social Networking Sites	20.2035	0.445	**Accepted**
	Since the calculated value of chi-square is greater than the P- value. The hypothesis is accepted. It can be calculated that there is no relationship between age and the purpose of using social networking sites.			
9	H_{09}: There is no significant relationship between age and using no of Social Networking Sites	11.3551	0.787	**Accepted**
	The calculated value of chi-square is greater than the P -value. The hypothesis is accepted. It can be calculated that there is no relationship between age and the purpose of using social networking sites.			
10	H_{010}: There is no significant relationship between age and privacy policies	27.6644	0.035	**Rejected**
	As the calculated P value is less than 0.05.The hypothesis is rejected. It can be calculated that there is no relationship between age and the privacy policies			
11	H_{011}: There is no significant relationship between age and Level of Satisfaction	20.7267	0.189	**Accepted**
	The calculated value of chi-square is greater than the P- value. The hypothesis is accepted. It can be calculated that there is no relationship between gender and the purpose of using social networking sites.			
12	H_{012}: There is no significant relationship between Education and purpose of Using Social Networking Sites	10.5190	0.396	**Accepted**
	The calculated value of chi-square is greater than the P -value. The hypothesis is accepted. It can be calculated that there is no relationship between education and the purpose of using social networking sites.			
13	H_{013}:There is no significant relationship between Education and Social media helps to search business for youth	6.0791	0.638	**Accepted**
	The calculated value of chi-square is greater than the P- value .The hypothesis is accepted. It can be calculated that there is no relationship between education and social media helps to search business for youth.			
14	H_{014}: There is no significant relationship between Education and communicate with your teachers	2.1380	0.710	**Accepted**
	The calculated value of chi-square is greater than the P- value. The hypothesis is accepted. It can be calculated that there is no relationship between education and communicates with your teacher.			
15	H_{015}: There is no significant relationship between Education and find a life partners in SNS	2.1804	0.703	**Accepted**
	As the calculated P -value is greater than 0.05. The hypotheses is accepted. It can be calculated that there is no relationship between education and find a life partners in SNS.			
16	H_{016}: There is no significant relationship between Occupation and purpose of Using Social Network sites.	8.4672	0.904	**Accepted**
	As the calculated P -value is greater than 0.05. The Hypothesis is accepted. It can be calculated that there is no relationship between occupation and purpose of using social networking sites.			

The Positive Impact of Social Networking Sites on Youth

There has been a wide variety of social networking applications and websites that can help the youth and the grownups to stay in touch with each other like Facebook, Whatsapp, Instagram, LinkedIn, Snapchat, Hike, Tinder, etc. Now, let's have a look at some of the positive effect of social media on youth (Bhatt et al., 2019)

The positive effects of social media on teens/ negative impact of social media on youth are follows;
• Develops Social Awareness
• Source of Learning and Teaching
• Improve Self-Confidence
• Incredible Platform to Showcase Talent
• Saves Time
• Jobs Offering
• Increased Mental Ability
• Source of Income

The Negative Impact of Social Networking Sites on Youth

We all need to realize that social networking communities are here to stay, considering the millions of users that they have. Also, there are blogs as well as video blogs. And some students are actively engaged in all these online communities. But we also want to look at the kind of effects that these sites are having on the youth, especially the students. (Armstrong 2012)

The adverse impact of social media on teens/ negative impact of social media on youth are as following; (Prajapati et al. 2020)

- Facebook Depression
- Anxiety
- Stalking
- Cyberbullying
- Sleep Deprivation
- Lower Self-esteem
- Social Isolation
- Impractical Expectations
- Poor Concentration
- Decreased Activity
- Internet Addiction
- Suicide and Self-harm Content

Conclusion

The study deals with a survey on the impact of social media networking in youth. The investigation was beginning conduct by this researcher to 155 young people. All the participated people actively respond to this questionnaire. The majority of the respondents are male. The average age groups which are being contacted by this researcher were between 18-20 years; the majority of the respondents are the purpose of using social networking sites in (SSN) 24.52% just for fun and entertainment (SNS). Here the majority of the respondents are preferred social networking sites are Whatsapp. After getting all findings and discussed the conclusion of collected data, the researcher recommends some measures to use of social media in the right direction and appropriate manner to its users and utilize social media favorably. Positive use of social media can develop the youth's skill, Career, better living style, to adopt new trends, and anthropology so on. The study is useful to the teachers, parents, educators in particular, and society in general to understand the behavior of the youth of today.

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