

A Study on Impact of Social Media on Adolescent- Chennai

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Abstract:

This study examined the impact of social media among adolescent in Chennai city was conducted in order to identify the frequently used websites by adolescent and how the social media affect the adolescent life. The primary data were collected from structured questionnaire and were analyzed using t-test, Chi-square, and ANOVA. The findings of the study revealed that adolescent spends much more time on social networking sites. They were getting addicted. They started living in their own world which is made up of technology. The parents, teachers and even society have some responsibility to correct and lead them in a right way and create awareness among the students about the usage of SNS(Social Networking Sites).

Keywords: Social Media, Adolescent, Addiction, Social Networking sites

Introduction

The present world social media is integral part of every human's life. Each and every minute the people connected with Social Networking Sites. Social media is a collection of websites or application throughout the world. SNS connecting with family and friends , buying goods, gathering information, studying, watching videos and movies, listening music , cash transaction etc... it used for various reasons to everyone. In past few years the SNS spread widely all over the world. Especially nowadays the adolescent life is merged with SNS. They are very Eager to learn and handling the new technology. The adolescent spend much more time in SNS for the various reasons, frequently using sites are Face book, Whatsapp, twitter, Instagram, orgut, google++, you tube, share chart etc...if the students are spending more time on SNS then automatically it will affect the entire humans life particularly young generation.

This paper main aim to examine the impact of social media on adolescent. The new technology creates positive and negative impact on adolescent. The using of SNS is good but we want to closely watch them. Sometimes it to be changed certainly. Majority of the adolescent access the internet and had account in several SNS. Parents, teachers and adolescents should need to be aware of the peril and the risk involved using these sites.

Review of literature:

⁸**Dr.ShindevijaykumarBalbhim and Dhane Ganesh muralidhar (2018)** this study to analysis the usage of social network,the SNS addiction attitude and health towards adolescent. The analysis were used are pearson correlation and Regression . He recommends to the parents and teachers need to educate and aware adolescents about social media and the ways how they are use it. Participation in Family discussion and positive ways of undertaking would be helpful for them to avoid such kind of risky online behavior. Then the schools and colleges need to organize health awareness campaigns to reduce the risk factors involved in SNS

⁶**Sharkira Begum, Naga subramani (2018)** this paper evaluate the attitude toward using social media of the college students on the basis of different variables (Like gender, Residency, Locality home, subject group etc..) . The collected data were analyzed using t-test, and Regression. In this study seven variables were analyzed. Only three variable have contribute to attitudes towards using social media of college students. They are locality of home, subject group and internet users.

⁹**Vijayashri C. Halakerimath and ShivagangammaB.Danappagoudra (2017)** the exposed SNS is a platform for discussion on burning issues. This study to determine the usefulness or effects of SNS among Youth. The collected data were tabulated, analyzed by using frequency analysis, Percentage Method, Index, and Correlation. Finally the author discussed the social media Network sites are useful in the field of education, their exists positive and negative effects on youth.

¹**Dr.AnamikaBhargva ,Minaxi rani (2015)** this paper concentrates on social media effects on Indian education, and its clearly exolanin the how the social media sites are dangerous for upcoming young generation.In this paper the author used only percentage method for analysis the data. The author strongly recommended the governmentand initiates

cyber control to take part and prohibit these types of SNS. Every parents should closely watch the students not to use banned SNS by their children and secure their future.

According to ⁷SharifahRaudzhS.Mahadi et at all (2015) in his paper examine how the social media impact on undergraduate students life and to affect their attitude and behavior. The author utilizes the quantitative and qualitative method for analyzing the data. The results reveals that most of students are actively involved in social media in their daily life as well as the parents and educators should always show a good bearing in front of the children to influence them to become a well-mannered person in the future.

According to Dr. ²M. Kanagarathinam (2014) this study determines which of the SNS are used frequently by the adolescent and their using purpose and how the SNS is used as platform of education. He used only percentage analysis for analyzing the data. Finally he suggests that to despite spending more time in internet or on SNS, students were still performing better and improving their skills and knowledge to shine in academics.

⁴Ms. Reshma predominant (2014) it reveals that the awareness level of using social media sites on youth. And also emphasis positive and negative impact on using SNS on youth. She only utilizes the percentage analysis for analyzing the data. She finally suggest that all should focus on the behavioural use of these SNS so that its help to shape our upcoming generation with traditional and cultural aspects.

³S.Manjunatha (2013) this paper discusses the purpose of using social networking sites among Indian college students. she analyzed the study by using frequency analysis and bar diagram to use for analyzing the data. Finally concluded that, the majority of the students had access the internet and computer and they are well know the danger and risk involued in using these sites. The young students are techno savy having too while using SNS..

⁵M.Rithika , Sara selvaraj (2013) This paper clearly study about the social media sites and its influence and affect the student's academic performance and also they gave suggestion to the students for safety measures to socialize like private security, sharing personal information, handling links etc... she used chi-square analysis for testing the data. The paper reveals that,nowadays the students are more depend on SNS. They getting addicted.It was increased day by day.

Objectives of the study:

- To find the frequently used websites by adolescent
- To identify the Reason for using SNS by adolescent
- To analysis the Positive and negative impact of social media on adolescent
- To examine the benefit and problems of using SNS on adolescent.

Research Methodology:

This study deals with the impact of social media on adolescent – Chennai city. We selected 40 school students, and 80 college students in Chennai city as sample. The relevant primary data were collected from the respondents with help of structured interview schedule. The collected data are classified and tabulated. The data analysis is done with the help of percentage analysis, t-test, chi-square method, and ANOVA analysis.

Analysis and Results:

Table 1:Demographic details

Description	Frequncy	Percentage
Gender		
• Male	66	55
• Female	54	45
Age		
• 15-16 years	16	13.3
• 16-17 years	24	20
• 17-18 years	27	22.5
• 18-19 years	21	17.5
• 19-20 years	32	26.7
Qualification		
• Schooling	40	33.3
• College	80	66.7
Timings		
• 30-60 minutes	6	5
• 1 -2 hrs	33	27.5
• 2-3 hrs	6	5
• 3-5 hrs	18	15
• Above 5 hrs	57	47.5

Inference:

From the above table 66% of the adolescent falls under the Male category. 27% of the Respondent under the Age group of 19-20 of the Adolescent.67 % students pursuing undergraduate degree.48 percent of student spending above 5 hours in SNS.

Table 2: Reason for using SNS

Description	Percentage
To find New Friends	10
To Connect with family and friends	37
Entertainment (Sharing, watching, posting etc..)	35
Buying – selling and self services (like make payment, ticket etc)	6
Raise Awareness	9
Find Employment	3

Inference

Table 2 Shows that 37% of the adolescent using the SNS for the Purpose of to connected with family and friends. And 35 % of the adolescent used SNS onlyfor entertainment like sharing the post, watching movie, listening music, creating memes etc.

Table 3: Frequently used SNS of Adolescent

Description	Percentage
Face book	38
What Sapp	27
Instagram	9
Twitter	7
Google++	12
You tube	5
Snap chat	2

Inference:

From the above table 38 % of the adolescent used facebook very frequently. Whatsapp used by 27% of adolescent in frequently.12% of the adolescent used google++.and 9% of the adolescent used in Instagram .

Table 4: Problem of using SNS

Description	Percentage
Cyber bullying	9
Eye problem and head aches	36
Less social interaction	20
Time consuming	8
Unrealistic expectation	12
Negative feeling	15

Inference:

From the above Table 36 % of adolescent had eye problem and head aches for using SNS in much more time. Secondly they have less social interaction. And 15% of adolescent get negative feelings by using SNS.

Statistical Analysis: t-test, chi-square, ANOVA:

Hypothesis:

- H_{01} – There is no significant difference among Age group with regard to frequently used SNS.
- H_{02} – There is no significant difference between gender with regard to Positive and negative impact of Social media.
- H_{03} – There is no Significant difference between qualification with regard of Spending time on SNS.

Table 5: Shows ANOVA test for Age group of adolescent with regard of frequently used SNS (H_{01})

Age in group	Mean	Std.deviation	F.value	P.value
15-16 years	2.56	1.711		
16-17 years	2.33	1.659		
17-18 years	2.89	1.805	.587	.673
18-19 years	2.62	1.774		
19-20 years	2.25	1.723		

Notes: Denotes 5% of significance level

Inference:

There is no significance difference between age groups with regard to frequently used SNS. Considering P value is greater than 0.05. Hence the Null hypothesis is accepted in 5% level with regard to frequently used SNS.

Table 6 : Shows Independent sample t test for male and female with regard of positive and negative impact of SNS (H₀₂)

Components	Male		Female		T.Value	P.Value
	Mean	S.D	Mean	S.D		
Positive Impact	1.74	.966	2.26	1.136	2.694	.008**
Negative Impact	1.56	.682	1.50	.863	2.120	.668

Notes: Denotes ** the Significance level at 1%

Notes: Denotes the Significance level at 5%

(Notes: The Positive impact are Happiness, Boost self esteem, Inspiration, Motivation. The Negative Impact are Rejection, Isolation, fearing of Missing out, Lowest self esteem)

Inference:

Considering p value is less than 0.01. Null hypothesis is rejected at 1 % level with regard of Positive Impact of adolescent. Hence there is a significance difference between male and female adolescent with regard of positive Impact of SNS.

There is no significance difference between male and female with regard to negative Impact of SNS. Considering P value is greater than 0.05. Hence the Null hypothesis is accepted in 5% level with regard to Negative impact of SNS. The comparatively the female adolescent to negatively affect more than the male adolescent

Table 7: Shows Chi-square test of qualification with regard of Spending time in SNS (H₀₃)

Components	Pearson Value	P.Value
Pearson Chi-	116.250	.001**

Square		
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Notes: Denotes ** the Signification level at 1%

Inference:

Considering p value is less than 0.01. Null hypothesis is rejected at 1 % level with regard to Spending time on SNS. Hence there is a significance difference between qualifications of adolescent with regard to spending time in SNS. Due to School and College timings are different in our education system.

Limitation of study:

- This study covered Chennai city only.
- As the study done within the limited period. So the investigator could not select sufficient large sample for the study.
- The adolescents were resistant to give correct information.

Conclusion:

The current world technology is developing in day by day. Every adolescent lived in their separate SNS world. Now a day's SNS plays an important role in every one's life. They spending much more time in SNS it affect the Academic performance as well as their attitude towards society. Today's reality is mobile mobile phone's replaced everything in the world. The Adolescent spending much more time in SNS and they have more friends but getting a good friends is a big question mark in their life.

Parents and teachers should watch them and teach them how to use SNS. First of all we are Role model of our child. So we should have control our self and restrict to use and aware about SNS is help to reduce the addiction of Adolescent in SNS. Not only Parents and teachers everyone should know the aware of SNS. Today's young generation are so matured enough. They should have an intention to share everything with their family members face to face talking with friends and family, caring of our grandparents, went to villages for festivals and participation in our traditional games are the few ways to divate adolescents world.

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