

# Web 2.0: An Evaluation of Social Media Networking Sites

P. Balaji, S. Sreenivasa Murthy

**Abstract: Purpose of This Paper:** This research was conducted to understand the socio-economic conditions of the peoples in the Chennai city. To examine the preference of employed youth with respect to social media networking sites and to categorise the selected social media networking sites based on the Importance cum Performance perception analysis of customers in Chennai city of Tamil Nadu. The empirical and exploratory research design was adopted by employing survey method to collect responses from target population through convenient non-probability sampling method. The primary data collected were subjected to analysis using SPSS version 23.0 and the statistical tools such as, percentage analysis, descriptive statistics, reversed weighed average mean ranking and Multi-Dimensional Scale Approach was adopted to draw meaningful answers to research objectives. The employed youth were classified into two categories based on the social media usage namely, highest users and high users. The Elucidean scaling map reveals the relative positions of the different social media networking sites in different quadrants and it was categorised namely, Excellent Performance / Extremely Important, Excellent Performance/Slightly Important, Extremely Important/Fair Performance and Slightly Important/Fair Performance. This study concluded that digital marketers are advised to market their products and services in the Whatsapp, Facebook, YouTube and Instagram social media networking sites. Since, these sites are highly preferred by the employed youth in the study area for the purpose devising the effective social media marketing strategies. Snapchat and Pinterest are the two least preferred social media networking sites among the employed youth. Finally, the employed youth are suggested to use the social media networking sites actively, intelligently and efficiently rather, burning their valuable time of routine life. This research paper aimed to explore the usage and preference of employed youth towards selected social media networking sites. The Multi-Dimensional Scaling (MDS) approach was adopted to find the relative positions of the different social media networking sites in different quadrants.

**Key Words:** Social Media, Web 2.0, Employed Youth, Importance and Performance.

## I. INTRODUCTION

The growth of social media over the decade helped for the growth and development of web 2.0 which emphasis user generated content, participatory culture, usability and interoperability for end-users (C McLoughlin, & M Lee, 2007; Kamel Boulos, & S Wheeler, 2007). The growth of internet in India has witnessed rapid change in the internet usage of the people in the country (Malhotra, A& et al., 2018).

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The invention of mobile technology and the evolution of social web have greater reach across the globe (A M Kaplan & M Haenlein, 2010) especially, in India. The internet is continuous to be the most important aspect for the mass media (A Mishra & et al., 2018; M McCombs, 2018). In the recent past, the social networking sites became inevitable (Cross Karen, 2018) and powerful platform in the hands of every citizen in the country. Social networking sites are currently the most popular online platform for the end users to share the information and engagement in their daily life (Perreault, M. C., & Mosconi, 2018; Park & et al., 2018; J Shi, & et al., 2018; Luttrell, 2018; Kucukemiroglu, & A Kara, 2015; H J Veale, & et al., 2015). The social media networking sites though with larger user base and considerable competition, performing efficiently to fulfil the expectation of end-users. The social network users in India, has witnessed 50 percent of the growth from 2015 to 2018 currently, India have 226.06 millions of social media networking sites users in the country and it is expected to cross 250 millions in the year 2020. According to Stat counter survey report 2018 reveals that 88.23 percent of the peoples are using Facebook and rest are using Youtube, Twitter, Instagram, Pinterest, LinkedIn and Snapchat. On the other hand Whatsapp messenger have emerged as one of the dominant social networking site in India (Statista 2018). Currently majority of the end-users are largely addicted to these kinds of social networking sites in their day-to-day life for better social connectivity (C Maier, & et al., 2015; P Ifinedo, 2016; L Yu, & et al., 2018; V Benson, & S Morgan, 2018). This present study focused on the usage of different selected social networking sites and its performance among end-users especially, employed youth in the country.

## II. REVIEW OF LITERATURE

Deepesh K Srivastava & et al., (2018) explored the importance of users profile attributes on their online social networking sites usages for the purpose of identity match. The researchers made an empirical investigation to explore various attributes determining the identity match among the online social networking sites users. The results indicates that name, location place & date of birth, gender, educational qualification, language and occupation are the key attributes helps the users for perfect identity match in their online social networking sites usage.

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Amani Maturi (2018) conducted a survey to understand the influence of social networking sites usage on job performance through an mediating effect of job satisfaction and organisational commitment of female employees in an academic institution. The results indicate that intensity to use social networking sites have significant and positive influence on job performance. Furthermore, job satisfaction and organisation commitment are moderately and positively influences the employee performance. The researcher concluded that, social networking sites have become an imperative platform to improve their skills, knowledge, productivity, communication and interpersonal relationship between co-workers.

Asma El Ouiridi & et al., (2015) made an investigation to understand the existing body of knowledge pertaining to the use of social media technologies in their daily lives. The researchers adopted systematic literature review methodology to understand the various useful insights among employees with respect to the usage of social media technologies. This research was focused on the primary aspects such as legality, human relations and knowledge management in the form of sharing, learning and communication. The researchers concluded that, further fragmentation is required in the form of quantitative studies with the application of mixed methodological considerations to understand the social media usage among employees.

Murad Moqbel & Fizza Aftab (2015) investigated social networking usage and its impact on job performance of employees with primary objective to explore the determinants of job performance. The researchers adopted survey method to collect information from the employees of different companies in Pakistan. The result indicates that, social media networking sites usage intensity have significant influence on job satisfaction in the meanwhile, job satisfaction have significant influence on organisational commitment and job performance. Further, this study provides an interesting finding that social media networking sites usage intensity do not have significant influence on job performance and organisational commitment. The researchers suggested the employees to develop emotional attachment towards organisation by effectively utilising social networking sites.

Parvathy & Suchithra (2015) discussed the various impact of usage of social networking sites among youth with the primary objective to explore the behaviour of young minds. The researchers highlighted the various positive and negative impacts on the usage of various social media networking sites in the day-to-day life of the youth. The researchers found that youth are primarily using the social networking sites to post their recent pictures, update the status, post different videos, contact and chat with their friends and knowledge sharing. The researchers found that social networking sites are major platform for youth representation for various social issues but, over-usage or addiction towards social networking sites causes severe health risk due to lack physical activities among youth. Furthermore, Khurana (2015) found that social media has become part of their personal and professional life. Further, the researcher made an attempt to study the pros and cons of social networking sites addiction among youth. The results indicates that majority of the youth participated in the survey using social media networking sites more than 2hrs per

day and these intensive usage leads towards different cyber crimes in their life. Ioannis Leftheriotis & Michail N. Giannakos (2014) stated that introduction of social media helps the organisation to effectively communicate with their customers and employees. Across the globe, the social media is gained popularity over the few decades. The researchers made an empirical investigation among insurance sector employees with respect to their social media usage and work performance. The results confirmed that social media usage in an organisation have positive impact on their work performance. Finally, they concluded that age and usage duration plays a significant role for the motives to use social media networking sites. Gillian Moran & Laurent Muzellec (2014) conducted an exploratory study to test the electronic word of mouth (eWOM) credibility for effective awareness building through social networking sites (SNS). The researchers educated the imperativeness of eWOM credibility to identify the true potential and highly engaged customers for the generation of credible peer-to-peer communications. The researchers suggested 4C's of eWOM credibility namely, community, competence, content and consensus. Finally, the researchers found two major type of eWOM credibility such as, message credibility and source credibility. Xi Chen & Jingjing Tao (2012) made an attempt to explore the impact of social networking sites users participation with respect to eWoM of selected social commerce sites in China. The researchers made an attempt to identify the relationship between user's perception on participation and products' eWoM. This marketing research provides insights to different social commerce sites to effectively utilise interpersonal relationship, information sharing and dispersion rate of eWoM. In addition, the result proves that interpersonal relationship and information sharing have significant and positive influence on dispersion rate of products eWoM. The researchers concluded that, opinion leaders and fans are great influencers of e-commerce products' eWoM. Ohbyung Kwon & Yixing Wen (2010) carried an empirical research to explore the factors influencing the usage of social networking sites among employees in IT based business. The result indicates that, three factors namely social identity, altruism and telepresence are the major factors influenced perceived encouragement towards use of social network services. Further, the researchers made an attempt to apply technology acceptance model (TAM) (Venkatesh & F D Davis, 2000; F D Davis, 1989) application in social media usage. The empirical evidences support that users perceived ease of use, perceived usefulness and perceived encouragement have significant impact on actual usage of social network services.

Catherine Dwyer & et al., (2008) educated that existing body of knowledge with respect to social networking sites usage are lacking in theories and models for better understanding of users perception. The researchers made an primary survey among the users of Facebook and MySpace social media networking sites to test the performance and effectiveness.

The results indicate that, there is need for the development of social software performance model to test the performance social networking sties. The researchers emphasised that, users feedback and observations are need to be given importance for the rapid evolution of these sites.

### III. SCOPE OF THE STUDY

This present study was limited to selected social media networking sites such as, Whatsapp, Facebook, Youtube, Linkedin, Twitter, Instagram, Pinterest and Snapchat and other social networking sites are not covered in this study. The primary information was collected from only employed youth in the age group of 20 years to 35 years and those who use social media networking sites more than one hour per day are alone selected for the present study. The perception of employed youth with respect to importance cum performance of selected social media networking sites only considered for the study.

### IV. RESEARCH QUESTIONS OF THE STUDY

1. What is the level of social media networking sites usage among employed youth?
2. What are the different social media sites preferred by the employed youth in their day-to-day life?
3. What are the different categories of social media sites based on the performance and preference of employed youth?

### V. OBJECTIVES OF THE STUDY

- 1) To study the socio-economic and social media usage profile of employed youth.
- 2) To study the preference of employed youth with respect to social media networking sites.
- 3) To categorise the selected social media networking sites based on the Importance-Performance Perception of employed youth.

### VI. RESEARCH METHODOLOGY

The present research study was descriptive and empirical in nature. The researchers adopted survey method to gather information in the form of primary data from employed youth in Chennai city through a well designed and structured questionnaire by applying non-probability convenient cum purposive sampling technique. The pilot study was conducted with 40 employed youth who uses different social media networking sites in their day-to-day life. The data collected were subjected to Cronbach's Alpha Reliability Co-efficient and the value 0.892 proves that the scale is more consistent and highly reliable in nature. The total of 160 questionnaires was distributed to employed youth who are residing in Chennai city and only 134 completely filled questionnaires were returned by the respondents. The sample of 116 responses were finalised after the test of normality and reliability.

### VII. QUESTIONNAIRE DESIGN

The questionnaire with two sections were finalised for the primary data collection from the employed youth residing in

Chennai City. Section one deals with the socio-economic and social media usage profile such as, age, gender, educational qualification, nature of family, marital status, occupational status, monthly family income (in Rs.), years of social media usage and average hours spent on social media usage per day and this was measured in appropriate nominal and interval scales. Section two consists of the importance and performance towards different social media sites usage in daily life and this section was measured in the appropriate 5 point Likert Scale, 'Extremely Important' to 'Not at all Important' ranging from 5 to 1 respectively.

### VIII. DATA ANALYSIS AND DISCUSSION

The primary data collected from employed youth were subjected to data analysis by using SPSS version 23.0 and the statistical tools such as, percentage analysis, descriptive statistics, reverse weighted average mean ranking and multi dimensional scaling were applied to draw the meaningful results for the research objectives of the study. Percentage analysis was used to study the socio-economic profiles of the employed youth in Chennai city. Descriptive statistics was used to find out the average years of social media usage and average hours spent on social media per day. Further, reverse weighted average mean ranking was used to explore the important social media networking sites based on the preference of employed youth. Finally, the Multi-Dimensional Scaling was used to explore the importance and performance of the different social media networking sites used by employed youth in their daily life.

#### A. Socio-Economic and Social Media Usage Profile of the Employed Youth

The percentage analysis and descriptive statistics was used to understand the socio-economic and social media usage profile of the employed youth residing in Chennai city among those who participated in this primary survey. The result of the socio-economic and social media usage profile were presented, tabulated and discussed in Table 1.

**Table 1: Socio-Economic and Social Media Usage Profile of the Employed Youth**

<i>Socio-Economic and Social Media Usage Profile (N = 116)</i>	<i>Frequency</i>	<i>Percent</i>
<b>Gender</b>		
Female	54	46.6
Male	62	53.4
<b>Educational Qualification</b>		
UG	13	11.2
PG	73	62.9
Professional	30	25.9
<b>Nature of Family</b>		



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<i>Socio-Economic and Social Media Usage Profile (N = 116)</i>	<i>Frequency</i>	<i>Percent</i>
Nuclear Family	52	44.8
Join Family	64	55.2
<b>Marital Status</b>		
Married	60	51.7
Unmarried	56	48.3
<b>Occupational Status</b>		
Private Employee	113	97.4
Government Employee	03	02.6
<b>Monthly Family Income (in Rs.)</b>		
<Rs.15,000	09	07.8
Rs.15,000 - Rs.30,000	50	43.1
Rs.30,001 - Rs.45,000	40	34.5
>Rs.45,001	17	14.7
<b>Descriptive Statistics</b>		
	<b>Mean</b>	<b>SD</b>
Average Age of the Respondents	29.03	3.931
Usage of Social Media (In Years)	07.02	2.641
Average Hours Spent in Social Media Networking Sites Per Day	02.22	0.564
<b>Classification of Social Media Users</b>		
	<b>Frequency</b>	<b>Percent</b>
High Users (< 2.22 Hours of Social Media Usage Per Day)*	38	32.76
Highest Users (> 2.22 Hours of Social Media Usage Per Day)*	78	67.24
* Denote: Classification has been made based on their average time spent in Social Media Networking Sites per Day		

Table 1 indicates that majority of the respondents are male (53.4%), post-graduates (62.9%), married (51.7%), hailing from nuclear families (55.2%) and working in private organisations (97.4). Sizeable portion of the respondents are earning between Rs. 15, 000 to Rs.30, 000 as monthly family income. Furthermore, the descriptive statistics reveals that average age of the respondents is 29.03 years with the standard deviation value of 3.931. As far as social media usage is concern, the respondents are on an average using social media networking sites for more than seven years with the standard deviation of 2.641 and they averagely spends 2.22 hours per day in social media with the higher standard deviation value of 1.377. In addition, the social media users were classified into two categories namely, high users and highest users based on their daily hours spent on usage of social media networking sites. The classification results indicates that majority of the respondents are highest users (67.24%) followed by high users (32.76%) respectively.

### B. Preference towards Selected Social Media Networking Sites of the Employed Youth

The reversed weighted average mean ranking was employed to explore the preference towards selected social media networking sites of employed youth selected for the

study were tabulated and presented in Table 2.

**Table 2: Preference of Selected Social Media Networking Sites**

<b>Preference of Social Networking Sites</b>	<b>Mean (<math>\bar{x}</math>)</b>	<b>Std. Deviation (s)</b>	<b>Rank</b>
Facebook	4.67	0.755	II
Youtube	4.60	0.658	III
Twitter	3.41	1.319	V
Whatsapp	4.86	0.455	I
Instagram	3.60	1.357	IV
Pinterest	2.00	1.142	VII
Linkedin	3.31	1.500	VI
Snapchat	1.98	1.119	VIII

Table 2 indicates that Whatapp ( $\bar{x} = 4.86, s = 0.455$ ) is the more preferred social media networking sites followed by, Facebook ( $\bar{x} = 4.67, s = 0.755$ ), Youtube ( $\bar{x} = 4.60, s = 0.658$ ), Instagram ( $\bar{x} = 3.60, s = 1.357$ ), Twitter ( $\bar{x} = 3.41, s = 1.319$ ), Linkedin ( $\bar{x} = 3.31, s = 1.500$ ), Pinterest ( $\bar{x} = 2.00, s = 1.142$ ) and Snapshot ( $\bar{x} = 1.98, s = 1.119$ ) in their order of preference among employed youth participated in the primary survey. It is inferred that Whatapp and Facebook are the most preferred social media networking sites whereas, Pinterest and Snapchat are the least preferred social media networking sites of employed youth.

### C. Importance cum Performance of Social Media Networking Sites among the Employed Youth: Multi Dimensional Scaling (MDS) Approach

The mapping technique of Multi Dimensional Scaling (MDS) was used to explore the positioning of selected social media networking sites among employed youth to understand the importance cum performance. The statistical output in the form of Euclidean scaling model were represented to explicit the importance of social media networking sites based on the perception of employed youth participated in this primary survey. The proximities and ALSCAL routines with the help of SPSS were created the two dimensional maps for the ease of understanding and reliability cum validity was tested and performed through the Stress value and R-Square value (Carroll, & J J, Chang, 1970; Davison, 1992; 45. Young, E W., & Harris, D. E 1993; T F Cox, & M A Cox, 2000; I, Borg, & P, Groenen, 2003; F W, Young., 2013). The respondents were classified into two categories based on the social media usage namely, highest users and high users. The multi dimensional scaling was employed and shown in figure 1 and 2. The MDS output for figure 1 shows that high users group of social media networking sites satisfies in terms of goodness of fit. The Stress value of 0.01951 was satisfied the acceptable threshold value of < 0.10 as recommended by Malhotra and Dash, 2011. The RSQ Value of 0.99875 was found to be again acceptable threshold value of > 0.60 as recommended by Malhotra and Dash, 2011.



This explicit that 99.87% of variance in the model was explained by the two dimensions. The Elucidean scaling map in Figure 1 was evaluated by examining the relative positions of the different social media networking sites in different quadrants and it was categorised namely, Excellent Performance/Extremely Important, Excellent Performance/Slightly Important, Extremely Important/Fair Performance and Slightly Important/Fair Performance. The perceived Importance-Performance of High Users of social media networking sites was advocated in Figure 1.

**Figure 1: Multi Dimensional Scaling Grid For High Users Of Social Media Networking Sites among Employed Youth**

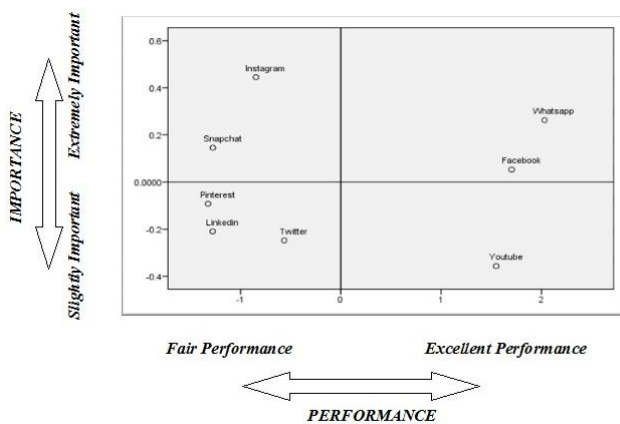


Figure 1 advocate that the different quadrants of high user group of social media networking sites based on the perception of employed youth and it is illustrates each of the quadrants on following categories:

**Excellent Performance/Extremely Important:** Whatsapp and Facebook are mapped under excellent performance cum extremely important quadrant based on the perception on importance and performance among selected social media networking sites. It is inferred that, employed youth are opined that Whatsapp and Facebook are imperative social media networking sites which washighly preferred by high user group in their daily life for effective societal engagement (Ryan D, 2015).

**Excellent Performance/Slightly Important:** Youtube alone is mapped under the excellent performance cum slightly important quadrant based on the perception on importance and performance among selected social media networking sites. It is found that, employed youth are perceived Youtube as excellent performing cum lesser imperative social networking site preferred by high user group in their daily routine to experience the information in the form of videos and advertisements.

**Extremely Important/Fair Performance:** Instagram and Snapchat are mapped under the extremely important cum fair performance quadrant based on the perception on important and performance among social media networking sites. It

illustrates that, Instagram and Snapchat are higher important social networking sites among the employed youth and these were perceived as fair performed social networking sites. So, further rmore these two social networking sites required enrichment in the performance to enhance the usage among high user group of employed youth in their day-to-day life.

**Slightly Important/Fair Performance:** Pinterest, Linkedin and Twitter are mapped under the slightly important cum fair performance quadrant based on the perception on importance and performance among social media networking sites. It reveals that, these three social media networking sites are lesser important and less performed social networking sites among the high user group of employed youth in their daily usage. The MDS output for figure 2 shows that highest users group of social media networking sites satisfies in terms of good fit. The Stress value of 0.01408 and the RSQ value of 0.99931 were found to be acceptable thresholds value as recommended by Malhotra and Dash, 2011. This explicit that 99.93% of variance in the model was explained by the two dimensions. The Elucidean scaling map in Figure 2 was evaluated by examining the relative positions of the different social media networking sites in different quadrants and it was categorised namely, Excellent Performance/Extremely Important, Excellent Performance/Slightly Important, Extremely Important/Fair Performance and Slightly Important/Fair Performance. The perceived Importance-Performance of highest user group of social media networking sites was advocated in Figure 2.

**Figure 2: Multi Dimensional Scaling Grid For Highest Users Social Media Networking Sites among Employed Youth**

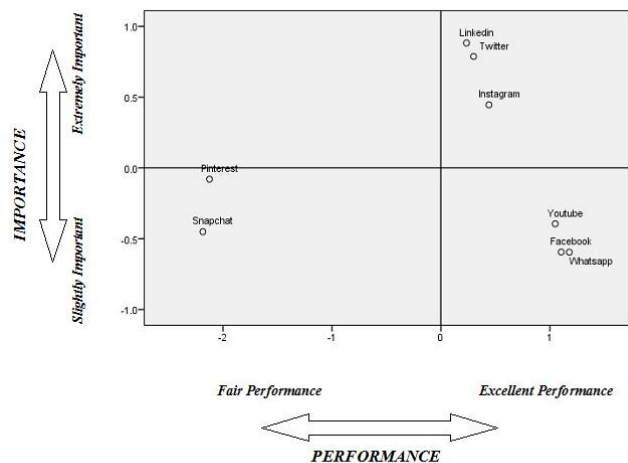


Figure 2shows that the different quadrants of highest user group of social media networking sites based on the perception of employed youth and it is illustrates each of the quadrants on following categories:

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**Excellent Performance/Extremely Important:** LinkedIn, Twitter and Instagram are mapped under excellent performance cum extremely important quadrant based on the perception on importance and performance among selected social media networking sites. It is inferred that, employed youth are opined that LinkedIn, Twitter and Instagram are imperative social media networking sites which was highly preferred by highest user group in their daily life for effective information sharing for their both professional and personal life.

**Excellent Performance/Slightly Important:** Youtube, Facebook and Whatsapp are mapped under the excellent performance cum slightly important quadrant based on the perception on importance and performance among selected social media networking sites. It is found that, employed youth are perceived YouTube, Facebook and whatsapp are excellent performing cum lesser imperative social networking sites preferred by highest user group in their daily routine to experience the information in the form of videos and other information for the effective societal engagement.

**Extremely Important/Fair Performance:** None of the selected social media networking sites are mapped under this quadrant based on the importance and performance among highest user group of employed youth.

**Slightly Important/Fair Performance:** Pinterest and Snapchat are mapped under the slightly important cum fair performance quadrant based on the perception on importance and performance among social media networking sites. It reveals that, these two social media networking sites are lesser important and less performed social networking sites among the highest user group of employed youth.

Multi Dimensional Scaling (MDS) approach clearly indicates that selected social media networking sites were categorised, positioned and mapped significantly based on the dimensions such as performance cum importance and it was differentiated by high and highest social media networking sites user groups of employed youth.

### IX. IMPLICATIONS AND CONCLUSION

This primary survey was conducted to study the preference of employed youth with respect to selected social media networking sites and also to categorise the selected social media networking sites based on the Importance-Performance Perception of employed youth in Chennai city. The empirical evidences prove that employed youth have higher usage of social media networking sites in their daily life (Ellison & et al, 2007; Velenzuela & et al, 2009; Gosling et al, 2011). The employed youth are primarily uses the social media networking sites to share the information, to stay connected with family, friends and society (Quan-Haase & Young, 2010; Livingstone, 2008). The social media networking sites are also acts as a platform to learn new things and to be more informative about happenings in the society. Social media act as a powerful weapon to effectively interact with the society,

celebrities, public officials and other members by overcoming the traditional barriers in the communication. In the recent past, social media emerged as potential modus operandi to market the goods and services to the wider customer base easily. Therefore, the employed youth are advised to use the primarily social media networking sites such as, Whatsapp, Facebook and Twitter for the purpose of building the personal and professional learning network to enhance their knowledge and to stay connected with the society. The employed youth possess higher social media usage; therefore, the employed youth are suggested to use the social media networking sites actively, intelligently and efficiently rather, burning their valuable time of routine life. Social media helps the employed youth to monitor their peer group to activities, changes in the current trend to cope-up the society. Snapchat and Pinterest are the two least preferred social media networking sites among the employed youth (Valkenburg, 2006; Vaterlaus, 2015). Whatsapp, Facebook, Youtube and Instagram social media networking sites (Heinonen, 2011; Bianchi & Andrews, 2015). Since, these sites are highly preferred by the employed youth in the study area and the digital marketers are advised to market their products and services in these social media networking sites for the purpose devising the effective social media marketing strategies. The employers those who prefers digital recruitment and selection for their company can use LinkedIn, Twitter and Instagram rather, other social networking sites. Therefore, social media can be effectively used as a tool to create lucrative businesses in the perfectly competitive environment. The social media networking site users are suggested to gain the knowledge by educating them towards secure and safe social media networking sites usage purpose.

### X. LIMITATIONS AND FUTURE DIRECTIONS FOR RESEARCH

Due to time and cost constraint this research was restricted its sample size to 116 employed youth in Chennai city. Behavioural researches are cannot give long lasting and enduring findings over a period of time due to behavioural, cultural and socio-economical changes in the society. This study is adopted convenient non-probability sampling for the study. Non-probability sample cannot yield valid representation for the target population.

This research can be further extended to other cities, states and even country as a whole in near future to understand the behaviour of the youth towards the usage of social media in India. This study may be conducted among college youth only or comparative study between college youth and employed youth to explore the difference in social media usage behaviour and usage purposes among Indian youth. Further, this study can be conducted as a comparative study between different gender and income groups may be also conducted in near future.



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