

Social Media: Boon Or Bane For The Youngsters In Chennai



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Abstract:- Social media is turning into a fundamental piece of everyone's life in 21st century. It is a dubious theme in the present society. Social media assumes a vital part in each understudy's life. It is less demanding and helpful to get to data, give data and convey by means of social media. Social media has made correspondence significantly more less demanding than any other time in recent memory. Presently, with a bit of a catch, people could speak with anyone and anyplace on the planet. Sites, for example, Facebook makes correspondence with others a simple undertaking. The objective of this study was to find the positive and negative impact of social media among the younger section of the society. This study has been done on 1450 respondents. The type of research used in this study is descriptive research. The sampling method used in this research study is convenient sampling to collect the samples. This study concludes that social media is a mixture of boon and bane.

Keywords: Social media, Youngsters, Positive impact, Negative impact, Types, Applications

I. INTRODUCTION:

Social media is any site that permits social connection. Internet based life is developing quickly all through the world. More grown-ups and young people are joining destinations, for example, Facebook, MySpace, and Twitter to communicate with companions, family, and outsiders. The presentation of social media has changed the world from numerous points of view. It influences every person in various ways. Today it can be utilized as an exceptionally accommodating instrument in changing a man's life, however in the meantime cause such clashes which can adversely affect a man. While there are a few negatives related with web based life, the encouraging points in correspondence all around, has made the world more grounded and a superior place to live in. Social media has numerous beneficial outcomes on the general public. We live in a period and age where data is only a catch press away. We are influenced by data surrounding us. We recent college grads need to know, read, comprehend and afterward talk our psyches about it. That is the place online

networking becomes possibly the most important factor. social media is one of the greatest components that we live with and can't overlook it. The intensity of long range interpersonal communication is with the end goal that the quantity of overall clients is relied upon to achieve somewhere in the range of 3.02 billion month to month dynamic online life clients by 2021, around 33% of Earth's whole populace. An expected 750 million of these clients in 2022 are relied upon to be from China alone and around 33% of a billion from India. Like some other innovation, arrangement, development internet based life likewise have both brighter and darker locales. On one side online life brings heaps of chances yet in the meantime, they get utilized for cyber bullying psychological militant publicity as well. Better Parental Control highlights should be executed on these social media destinations with the goal that more youthful youngsters will be shielded from such online damages. For grown-ups, it's dependent upon them, what to pick, what not to state and what not to state as they are allowed to settle on decisions. In short social media locales are not terrible it's dependent upon us users to influence it to boon or bane. The aim of the study is find whether social media is a boon or bane to the youngsters in Chennai.

The Objective of the study, to understand the positive and negative aspects of social media, to analyse the impact of social media on gender, to identify the association on usage of social media with age groups, to find the usage of different social media among the occupational groups.

II LITERATURE REVIEW:

Qihao Ji, Summer Harlow, Di Cui, Zihan wang (2018), states that the Internet is Still controlled and censored by the government. The study has focused on the environmental effect the social media has all, whether it is positive or negative. Gomalika Thakur (2017), has done the conceptual research. The researcher has analysed on the objective to discover the role of social media in the society, to find educational help social media provides and the negative aspects of social media. Maria Sagrario Resurreccion Simbulan (2017), examine the research on 107 college students. The result of the research was clearly positive with a slight drawback of finding a way to help the students to balance her personal and academic life and also that social media has become a whole new world. Ashish Gulia (2017), has found the various uses of social media in various fields especially in medical area. The author Pointed out that the professional use of social media to keep a close relationship

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with critical patients, for educational purposes and also educating the common masses. The author also felt that social media holds tremendous potential for providing opportunities to the public. Swaleha peeroo (2017), has found that topmost you social media is Facebook. The author's main objective was to find the effect of Facebook for grocery shopping and to know whether the customers online look into the online companies post in Facebook. Shabnoor Siddiqui, India, Tajinder Singh (2016), has identified the impact of social media on various industries and fields that is Business industries, educational fields, etc. After the eminent research, they have concluded that the social media technology is growing. Dey Mouri, Chowdhury Ali Arshad (2016), identified that usage of social media networking services has escalated and their use has become widespread practice, especially among young people. The author has done the complete analysis of how the social applications are functioning. Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe (2014), has made an attempt to understand the awareness level of usage of different social networking sites and to the impact of social networking sites on youngsters. The researcher has focus on the teenage and young adult section of the society. Punita Duhan and Anurag Singh (2014), has done a conceptual research. The researcher has focus on the effect of social media on entrepreneurs and industries. Has found that the uses of social media, it has led to openness, collaborations interactions, etc. Of the research is to look into the potentiality of the social media for business organisations. Tawfeeq Nazir (2014), states that social media networking sites is the fastest growing web applications in the 21st century. The study objective is to find out the use of different social sites by the students, and the popularity among that age group. Shahjahan, Kutub Uddin Chishti (2014), states that in the past 5 years, social media websites have become ubiquitous, giving young people a new way to interact with each other and communicate with the world. The objective of the research study is to explore some of the issues related to social media, and a generation fully engaged in this interactive world. Suhan Huang, Mathew Capps (2013), has done the research on college students which has indicated different outcomes associated with particular types of experiences and intentions of using social media. Amy. L. Pittenger (2013) objective is to evaluate the feasibility and effectiveness of using an online social networking platform for interprofessional education. Yan Zhang (2013), has focused to find the use of Social networking sites for health and wellness information and that perceptions of that use. He or she has done the research on college students And has concluded that use of social networking sites is not a popular behaviour among them and that social networking site seems not to be a Well- perceived the platform for health and wellness information. M.Nick Hajli (2013), The study is based on the fact of social media on users trust and online shopping. The researcher has focused on generating social support through social media. It also shows that people trust the online support groups providing online Services. Trisha Dowerah Bawah (2012), Focused on the media as a means of communication, to access the usefulness of social media as it tool of communication and

to access the potential of social media as it tool for technology enabled connections. That collaborations through online mode because easy if it is related by social media technologies.

III RESEARCH METHODOLOGY:

The type of research done in this study is descriptive research. Descriptive research helps to portray the characteristics of an individual situation or a group.

The sampling method used in this research study is convenient sampling to collect the samples. Convenience sampling is a sampling used when the population elements are based on ease of access. The sample size of this research study is 1450. The independent variables are age, gender, occupation. The dependent variable are whether social media is boon or bane, hours of usage, satisfaction level. The statistics used in this study are independent t-test, Chi-Square and ANOVA.

IV RESULTS AND DISCUSSION:

Null Hypothesis

There is no significant difference between social media and gender.

Alternate Hypothesis :

There is significant difference between social media and gender.

Table 1: Social Media and Gender

GENDER	N	Mean	Std. Deviation	Std. Error Mean
MALE	721	1.32	.465	.017
FEMALE	729	1.36	.479	.018

Source: Primary data

Table 2: Independent Sample t test: Social Media and Gender

	Value	Df	p-value
Independent Sample t test	1.629	1448	0.001

Source: Primary data

Independent sample t test was used to find whether the usage of social media depends on the gender, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant difference between social media and the gender.

Null Hypothesis

There is no significant association between the hours of usage of social media and age of the respondents.

Alternative Hypothesis:

There is significant association between hours of usage of social media and the age of respondents.

Chi Square test: Age and Usage of Social Media

	Value	Df	p-value
Pearson Chi-Square	12.945	9	0.165

Source: Primary data

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between usage of social media and age of the respondent. All the age group uses social media; it does not vary with age. Majority of them are using social media for 3-5 hours.

Null Hypothesis

There is no significant difference between means sources of social media usage among different occupational groups.

Alternative Hypothesis:

There is significant difference between means sources of social media usage among different occupational groups.

Table 5: ANOVA for Different Social Media and Occupation

		Sum of Squares	df	Mean Square	F	Sig.
Face book	Between Groups	7.080	2	3.540	2.442	.087
	Within Groups	2097.422	1447	1.449		
	Total	2104.503	1449			
Twitter	Between Groups	1.088	2	.544	.515	.598
	Within Groups	1528.937	1447	1.057		
	Total	1530.025	1449			
Linked in	Between Groups	.343	2	.171	.146	.864
	Within Groups	1701.934	1447	1.176		
	Total	1702.277	1449			
Whats App	Between Groups	1.610	2	.805	.820	.441
	Within Groups	1420.157	1447	.981		
	Total	1421.766	1449			
You tube	Between Groups	3.263	2	1.631	1.282	.278
	Within Groups	1841.013	1447	1.272		
	Total	1844.276	1449			
Instagram	Between Groups	6.416	2	3.208	2.237	.107
	Within Groups	2075.380	1447	1.434		
	Total	2081.796	1449			

Using ANOVA it was analysed whether the level of satisfaction using different social media depends on occupational groups. Since the p value of all social media is greater than 0.05, it was found that there is no significant difference in the mean scores of level of satisfaction of using different social media among the occupational groups.

V CONCLUSION:

After a complete research on the problem of whether social media is Bane or Boon among the youngsters in Chennai, the research has been concluded that the social media can be boon according to the usage of the person as it provides a lot of opportunities and knowledge. On the contrary, social media has a negative side i.e it can also lead to trouble and create unwanted distractions among the youngsters. As the survey has been conducted on 1450 respondents, the research was able to analysed in an accurate manner. A few people believe that online networking pulverizes human collaboration and genuine human connections. While others believe that internet based life is a favor to mankind. The final conclusion of this research study is the social media is a mixture of boon or bane. The research can be done in a further way by providing the opportunities available in the world presently through social media.

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