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A Study On The Influence Of Social Networking Site Among People In Idukki District Of Kerala

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Abstract: Social media have become prominent part of life for many people today. Social networking sites provide a platform for the discussion on hot issues that have been overlooked in a day to day basis. The current study is conducted to monitor the impact of social media among common people. It is a survey-type research where for analyzing the effect of social media among the mass. The questionnaire is designed and by using simple random sampling, 250 respondents are selected from Idukki district. In this study it is observed that 76% of respondents agree that social media play a significant role in moulding their attitudes and behaviour of the users. This research also reveals that 79.2% of the respondents agree that social media affect the life of people. The outcomes of this work reveal that social networking sites have the positive impact among the people and it is suggested that both the government and every private institutions should have to work effectively uplift the productive activities of social media among the people.

Index Items – Influence, Social media, Behaviour, Attitudes

1.Introduction

Today the uses of social networking sites have gained wide popularity among the youth worldwide. Such sites offer a platform for users to offer their views, discuss current affairs and gather public opinion and therefore have become agencies that promote social interaction and in turn influence the views of users.

This study aims to explore the scope and extent of influence of social networking sites in users, especially among youth it is interesting to study the building up of public opinion over the site leading to social movements and the relationship between attitude of people and the extent of the use of networking sites needs to be explored. Also the potential of such sites such as media of message transfer, agencies of change in life style of people especially the youth are put under consideration.

Social networking sites are web-based services that allow individuals to

- construct a public or semi public profile within a bounded system
- articulate a list of other users with whom they share a common interest and
- view and traverse their list of connections and those made by others within the system.

The nature of these connections may vary from site to site

The first recognizable social network site was launched in 1997. 'Six Degrees.Com' allowed users to create profiles, list their friends and beginning in 1998, surf the friends lists. Six Degrees promoted itself as a tool to help people connect with and send messages to others.

While six degrees attracted millions of users, it failed to become a sustainable business and in 2000, the service was closed. From 1997 to 2001, a number of community tools began supporting various combinations of profiles. Asian Avenue (98), Black Planet (99) etc allowed users to create personal, professional and dating profiles in which users could identify friends on their personal profiles without seeking approval for those connections.

1.1 Face book

It is a social networking service launched in February 2004, owned and operated by Facebook Inc. As of September 2012, Facebook has over one billion active users, more than half of whom use Facebook on mobile devices.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow Harvard University students.

1.2 YouTube

It is a video-sharing website created by three former PayPal employees in February 2005, on which users can upload, view, and share videos. The company is based in San Bruno, California, and uses Adobe Flash video and Hyper Text Markup Language (HTML) technology to display a wide variety of user-generated video content, including movie clips and music videos as well as amateur content such as video blogging, short original videos, and educational videos.

1.3 Twitter

It is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters known as 'tweets'.

Twitter was created in March 2006 by Jack Dorsey and by July 2006 the social networking site was launched. The service rapidly gained worldwide popularity, with over 500 million registered users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day.

Twitter Inc is based in San Francisco, with additional servers and offices in New York City, Boston, and San Antonio.

1.4 Objectives of the Study

- (1) To examine whether the social network sites will help to change the attitude and behaviour of the people.
- (2) To analyse whether significant relationships exist between the attitudes of the respondent to various social networks and demographic factors of respondent.
- (3) To examine the role of social networking sites as an effective medium for message transfer.
- (4) To evaluate the effects of social networking sites on the lifestyle of the youth.

2. Review of Literature

Keefe and Pearson in (2010), their study 'The impact of social media on children, adolescents and families' reveal that in the last 5 years the number of preadolescents and adolescents using such sites has increased dramatically. According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day and more than half of adolescents log on to a social media site more than once in a day. Seventy-five percent of teenagers now own cell phones and 25% use it for social media, 54% use it for texting and 24% use it for instant messaging.

In the study 'Impacts of social networking sites on Pakistani youth media essay' reveal that social networking sites are playing an important role in shaping attitude of today's youth. It is also influencing the social lives of people as they are now spending most of their time in browsing social networking sites. It is influencing social lives in the form of identity exploration and resulting in increased interaction among people.

Social networking sites have been described as the "relationship facilitator. Interaction: Interaction brings people closer resulting in strong relationships (Cain 2008). These relationships can later help in different aspects of life such as in finding jobs, meeting school colleagues, strengthening friendships, increasing job opportunities through number of contacts.

Some significant benefits of social networking sites are that these help youth in finding their school or college friends with whom their connection was lost; it also gives the benefits of staying in touch at any time and sharing memorable moments in the form of pictures and videos. These are some reasons which make the social networking sites appealing (Cain 2008).

Popular social media applications have revolutionized our lives. Experts believe that these applications support developmental approaches to learning and have a great potential to online learning (Virkus, 2008).

Zakaria, Watson and Edwards (2010) studied the use of social media by Malaysian students. They found that students have been using the internet applications specifically social media for both formal and informal types of learning.

Syed Ali et al (2000) study influence of social networking sites on life satisfaction among Students & Mediating role of social benefit and Social overload. It reveals that using Social networking sites influences life satisfaction. As the Presence of social overload and social benefit while there is no direct influence, Social networking sites on life satisfaction was evidenced.

Saline Dinesh (2022) reveals that 30% of students using social networking sites for the purpose of new funds. 840/% of the Students are Using Social networking sites for doing academic assignment. 28% of the Students are aware of the privacy issues on social networking sites.

Dr. Ch. Nagar Ramya Kiran (2021) find that a good number of engineering Students used social networking sites for academic purposes such as sharing resource materials, & make an appointment with the concerned faculty in order to share the ideas regarding projects, assignments content. Creation additional learning such as exam Preparation, Course taste, and seminars, Sharing, do have confluence on their academic performance.

2.1 Theoretical Frame Work

2.3 Gratification Theory:-

Gratification theory Particularly Studies how people use media to attain objectives and instance of Satisfaction that they expect to attain by choosing to engage in particular media.

2.4 Theory of technological determination: -

This theory explains that technology especially media moulds individual thoughts, feelings and actions and how societies organize themselves and function and states that various media has diverse compacts in individuals and their social behavior. McLuhan focuses on the ways in which specific media advance a foster development in different human perception such as vision, hearing and different forms of human thoughts

3. Methodology

Considerable amount of work has been done in this field and several articles are available on the internet and periodicals about the social networking sites. So first a survey of the available literature has to be done for collection of secondary information.

After secondary data collection over the internet a primary research has to be carried out through a questionnaire. The questionnaire shall be well structured and the responses sought from the respondents. The nature of the questions will be such that ambiguous responses are avoided and it also helps in quick analysis of the data collected.

3.1 Hypothesis

- (1) Age, gender, education and such other features of the respondents have significant impact on the usage of social networks.
- (2) Social networks play a significant role in moulding attitudes and behaviour of the users.
- (3) Social networking sites are an effective medium for message transfer.
- (4) Social networking sites affect the lifestyle of the youth.

3.4 Method Selected

Survey was the method selected for this research. Survey research is used to describe and explain the attitude and behavior of a large number of people by administering questionnaires to relatively small parts of the samples of large group.

The questionnaire was a well-structured one, which included both open ended and close-ended questions printed in order. Purpose of the research and the details of the researcher were given first followed by the seeking of the essential details of the respondent to be followed with the questions on the influence of social media among people.

3.5 Sample for the study

250 respondents were selected using the method of random sampling, from Idukki district of Kerala.

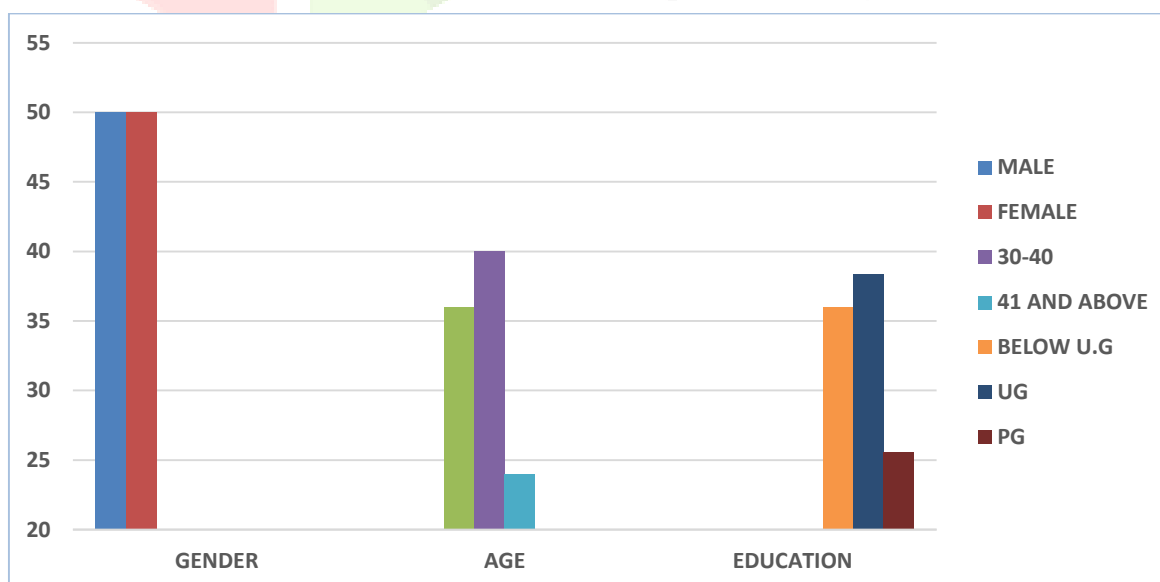
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4. Result and Analysis

The percentage was used to analyze the demographic information.

Table: 1 Participants distribution by Gender, Age and Educational level

Variables	Frequency	Percentage
Gender-		
Male	125	50%
Female	125	50%
Total	250	100
Age-		
Below 30 years	90	36%
30-40	100	40%
41 and above	60	24%
Total	250	100
Education-		
Below U.G	90	36%
U.G	96	38.4%
P.G	64	25.6%
Total	250	100



Participants distribution by Gender, Age and Educational Level

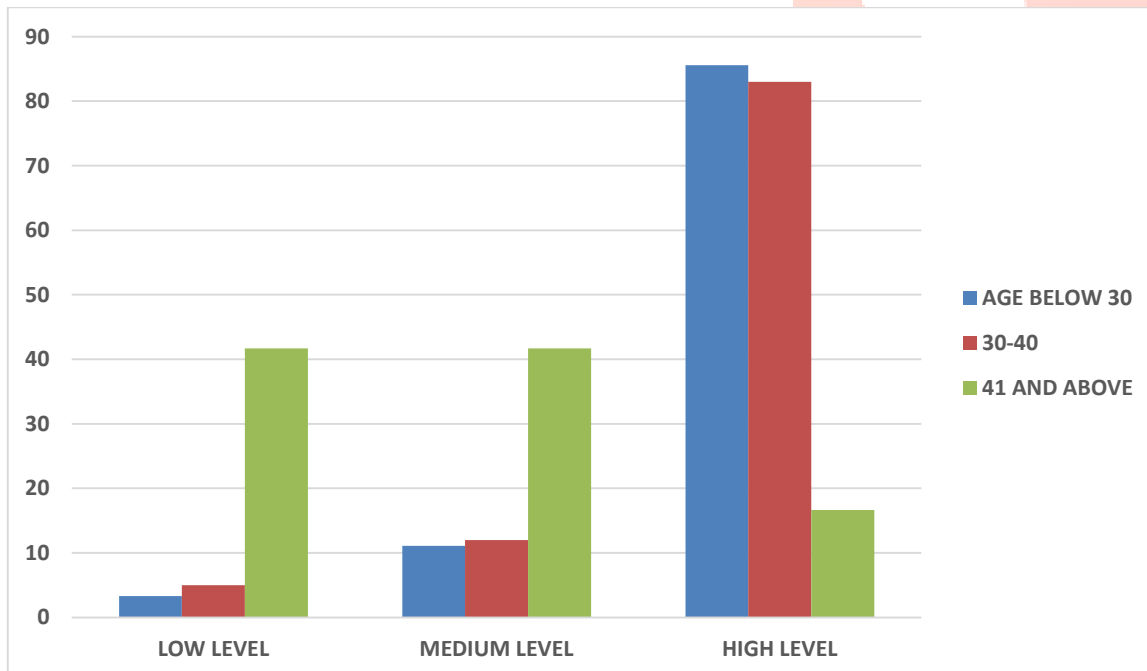
Table 1 shows 250 participants participated in the research consisted of 125 male participants while 125 female participants. Furthermore 90 participants aged less than 30 years old, 100 participants aged between 30 and 40 years old and 60 participants aged over 41 years. In addition it shows that 90 participants were below U.G, 96 participants were U.G, while 64 participants were P.G. holders.

Ho: Age, Gender, Education of the respondents have significant impact on the usage of social networks.

Table: 2 Distribution of the respondents based on the usage of social networks and age.

Usage Level	Age	Frequency	Percentage
Low level	Age below 30	3	3.33%
	30-40	5	5%
	41-above	25	41.67%
Medium Level	Age below 30	10	11.11%
	30-40	12	12%
	41and above	25	41.67%
High Level	Age below 30	77	85.56%
	30-40	83	83%
	41 and above	10	16.66%

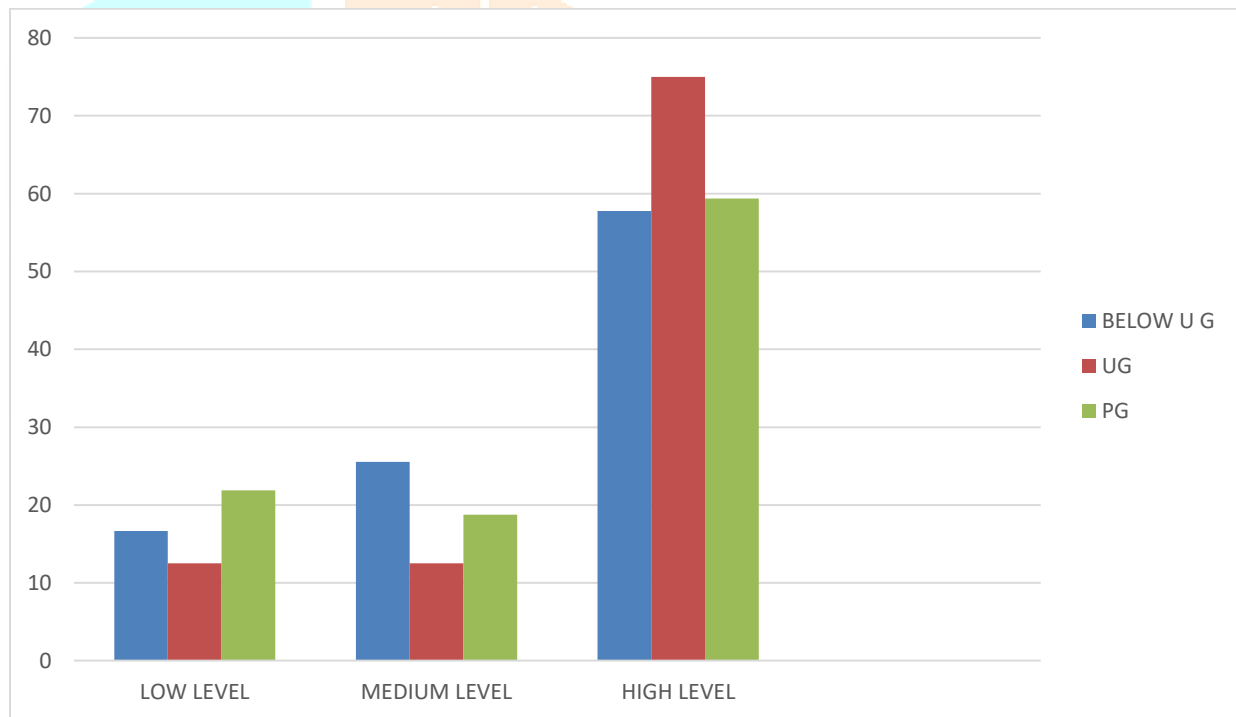
Low level- less than 1hrs, Medium 1-2 hrs, High level 2-3 hrs per day



Distribution of the respondents based on the usage of social networks and age

Table: 3 Distribution of the respondents based in the usage of social networks and education.

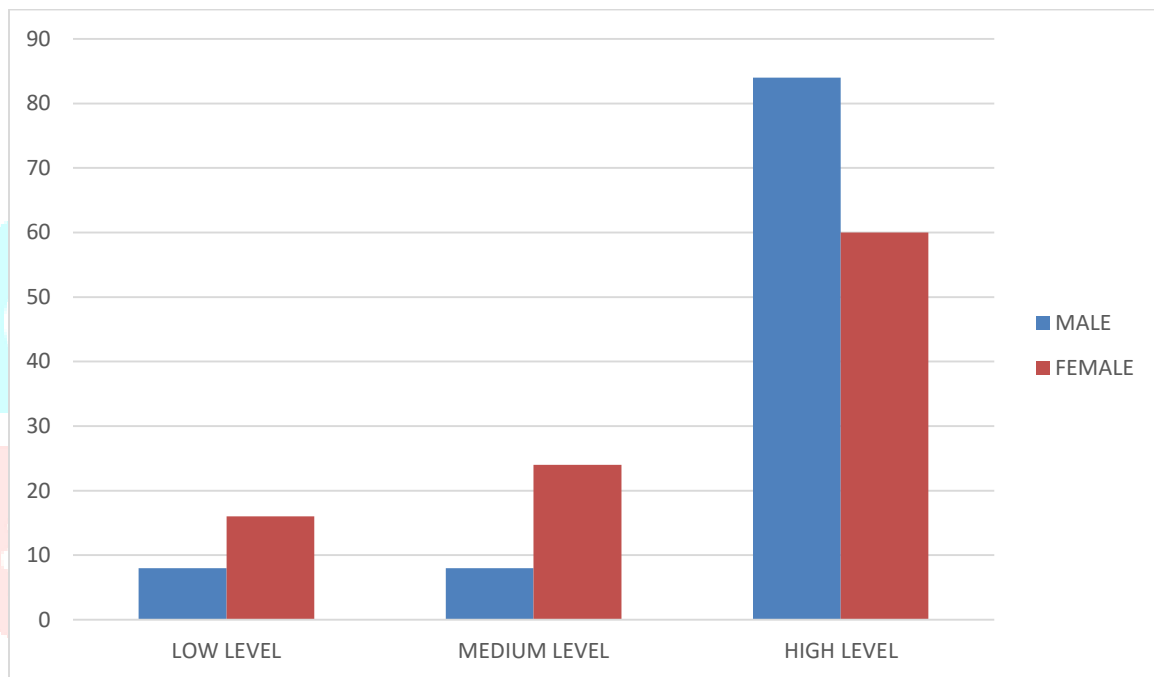
Usage Level	Education	Frequency	Percentage
Low Level	Below U.G	15	16.67%
	U.G	12	12.5%
	P.G	14	21.87%
Medium Level	Below U.G	23	25.56%
	U.G	12	12.5%
	P.G	12	18.75%
High Level	Below U.G	52	57.77%
	U.G	72	75%
	P.G	38	59.38%



Distribution of the respondents based in the usage of social networks and education

Table: 4 Distribution of the respondents based on the usage of social networks and gender

Usage Level	Gender	Frequency	Percentage
Low Level	Male	10	8%
	Female	20	16%
Medium Level	Male	10	8%
	Female	30	24%
High Level	Male	105	84%
	Female	75	60%



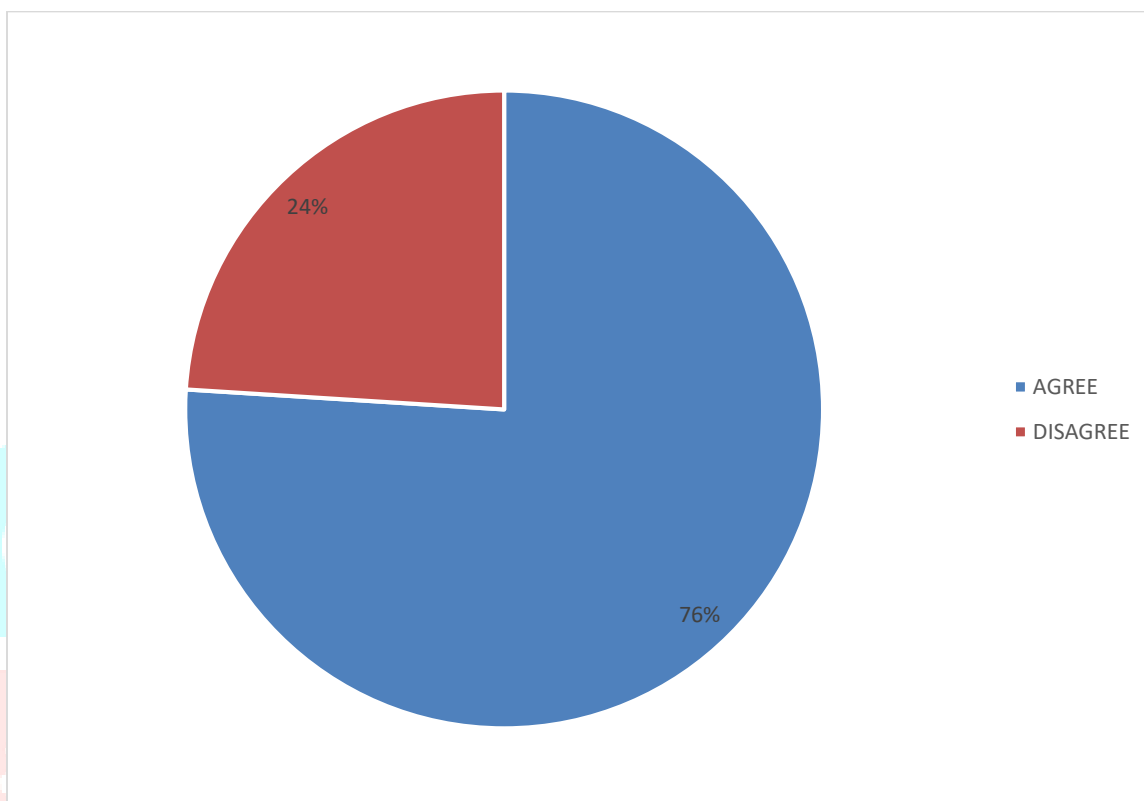
Distribution of the respondents based on the usage of social networks and gender

The result shows that age gender education of the respondent have significant impact on the usage of social networks.

Ho: Social networks play a significant role in moulding attitudes and behavior of the users.

Table: 5 Distribution of respondents based on moulding attitudes and behavior of users.

Response	Frequency	percentage
Agree	190	76%
Disagree	60	24%



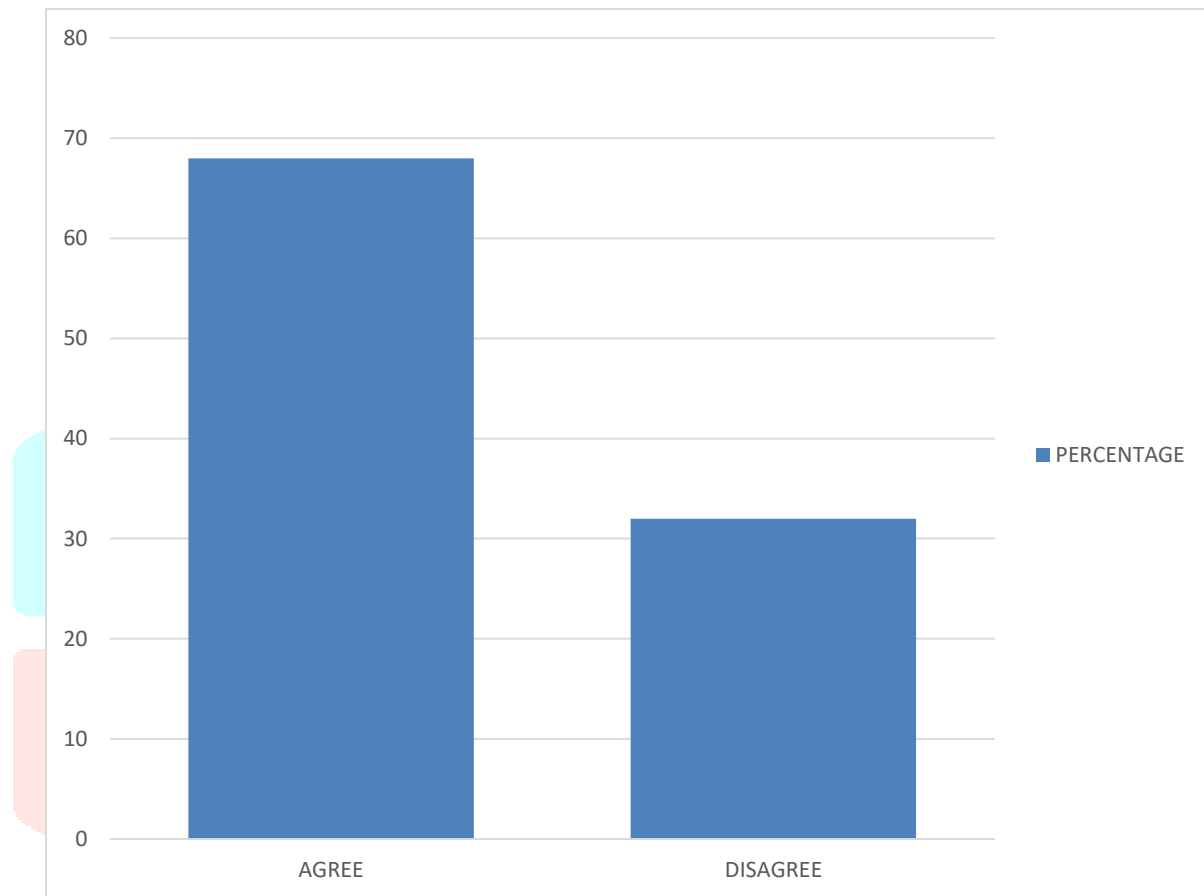
Distribution of respondents based on moulding attitudes and behaviour of users

The result shows that 76% of respondent agree that social networks play a significant role in moulding attitudes and behavior of the users (Table: 5)

Ho: Social networking sites are an effective medium for message transfer.

Table: 6 Distribution of respondents based on social networking sites are an effective medium for message transfer.

Response	Frequency	Percentage
Agree	170	68%
Disagree	80	32%



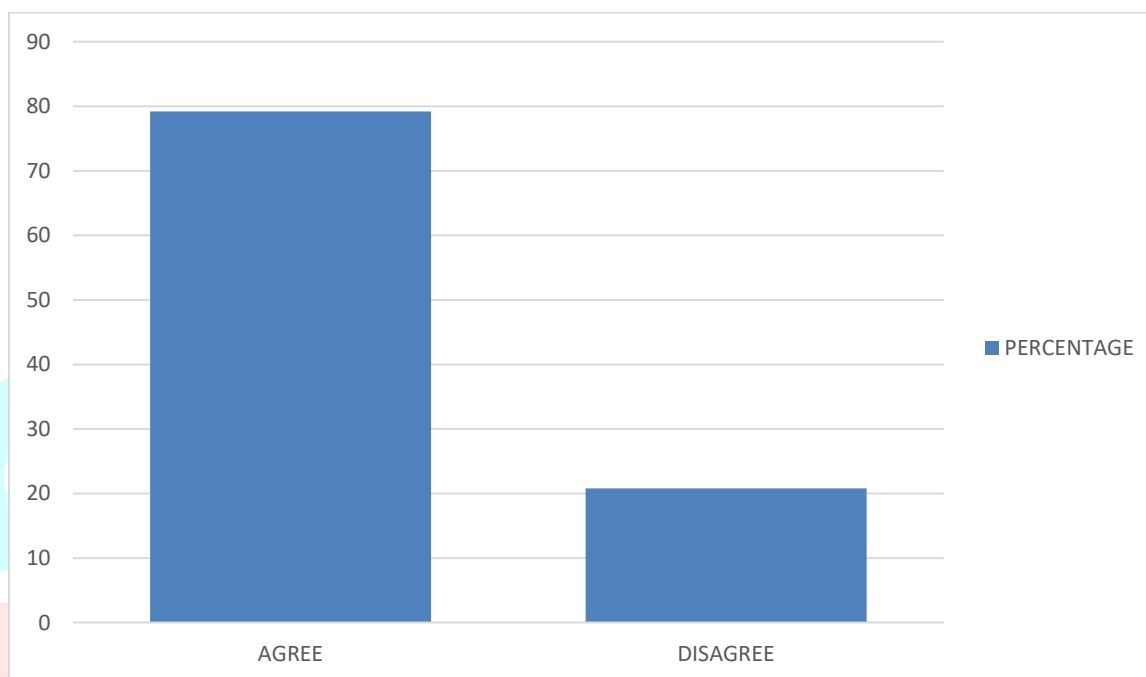
Distribution of respondents based on social networking sites are an effective medium for message transfer

The result shows that 68% of the respondents agree that social networking sites are an effective medium for message transfer.

Ho: Social networking sites affect the lifestyle of the youth.

Table: 7 Distribution of respondents based on social networking sites affect the lifestyle of youth.

Response	Frequency	Percentage
Agree	198	79.2%
Disagree	52	20.8%



Distribution of respondents based on social networking sites affect the lifestyle of youth

The results show that 79.2% of respondent agree that social networking sites affect the lifestyle of youth.

5. Conclusion

There is a significant role played by the social media in recent times. This study attempts to show that social networks play a very significant role in moulding attitudes and behavior of the users. It is an effective tool for message transfer. The study also reveals that social networking sites affect the lifestyle of the youth.

6.Recommendation

Based on the research findings suggest some recommendation-They are

- 1) Social media plays a pivotal role in society. So that for the overall development of the society government must adopt free and easy availability of information through their related departments.
- 2) Infrastructure building is essential to understand the full potentials of the information obtained from social media; the platform also helps to draw attention to the essential interventions required for developing the infrastructure if not available.
- 3)Every private institutions should have to work effectively uplift the productive activities of social media among the people.

7. References

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