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### An empirical study on impact of social networking on youth with reference to Erode District

Mr. N. Thamilchelvam<sup>1</sup>, MBA, (Ph.D.), S. Nandhini<sup>2</sup>

<sup>1</sup>Assistant Professor /MBA, Nandha Engineering College (Autonomous)

<sup>2</sup>2<sup>nd</sup> MBA Nandha Engineering College

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#### ABSTRACT

Social Networking sites provide a platform for discussion on issues that has been unnoticed in today's world. This study is conducted to check the impact of social networking sites in the education of youth.. The main objectives were as to check the effect of social media on youth. Here respondents face main problem during 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 youth. Social media promotes unethical pictures, video clips and images among youth, 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 key role to create political awareness among youth.

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#### INTRODUCTION

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. It is the one of the most modern and favorite form of Social media including many features and social characteristics in it. Internet use is increasing day by day now a days with high rate in all over the world. Majority of youth is moving quickly from electronic media like as television viewers and radio listeners to the social media among all age of group people. Now a days youth rate is very much to moving into social media so its impact are much on youth life. This activity of social media has cause to a lot of problems regarding its effect on society, and it is confirmed that the social media affects human beings living styles and it is a current process to find out the nature of these effects in every society and especially on youth. [1, 2]

#### STATEMENT OF THE PROBLEM

The study was conducted to find out the effect of social networking on the education of youth, how exactly social media is effecting on youth in different angle of social life, political awareness, different religious practices, educational learning, trends adopting, sports activities

#### OBJECTIVE OF THE STUDY

- To Identify the Demographic profile of the respondent
- To Rank the problem faced by the youths from social networking

#### SCOPE OF THE STUDY

- This study will help how the social networking sites can be improved to be used as a platform for educational learning

- This study will help us to know about the problem that are faced by the youths from social networking

## LIMITATION OF THE STUDY

- The busy schedule of respondents also makes the collection of information a difficult one
- Time was a big constraint so more time could not be devoted to individual respondent

## LITERATURE REVIEW

- 1) **Berson and Berson (2005)** stated that high use of internet linked high risks, and there had no risk of simple use of internet In teenage, they had not developed abilities to make life's choices.
- 2) **Lusk (2010)** said that, social media could be used for academic purpose by students. Students could learn and enhance their communication skills by the use of social media. Social media had provided new web tools which could be used by the students to raise their learning skills.
- 3) **Waddington (2011)**, said that, adolescent thought social media as the component of their culture; not a craze. It could enhance their ability and they used it as educational tool. All the studies discussed above shows that, social media have different effects on different people. So, in this study we will check the effects of social media on young students.

## RESEARCH METHODOLOGY

### Research design

A Master plan that specifies the method and procedures for collecting and analyzing needed information

### Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

### Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

### Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

### Size of the sample

The sample size is 100

## DATA COLLECTION METHOD

### Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

### Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

## STATISTICAL DATA

To analyses and interpret collected data the following simple percentage and ranking were used

### Simple percentage analysis

To analyze and interpret collected data the following simple percentage and ranking were used

### Formula

$$\text{Percentage} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} \times 100$$

### Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondent;

Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with

the help of the following formula: Percent position =  $100 (R_{ij} - 0.5) / N_j$  Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents

## DATA ANALYSIS

The respondents participated in the research are from diversified background with gender, age ,educational qualification.

**Table No 1: Demographic profile of the respondent**

Details of the Respondent		No.of Respondent	Percentage
Age	17-20	27	27
	20-23	41	41
	23-26	21	21
	26-30	11	11
	<b>Total</b>	<b>100</b>	<b>100</b>
Gender	Male	52	52
	Female	48	48
	<b>Total</b>	<b>100</b>	<b>100</b>
Educational Qualification	SSLC	0	0
	HSC	10	10
	UG	47	47
	PG	43	43
	<b>Total</b>	<b>100</b>	<b>100</b>
No.of social Networking using	1	14	14
	2	26	26
	3	30	30
	More than 3	35	35
	<b>Total</b>	<b>100</b>	<b>100</b>
Time to spend	30 mins	10	10
	1 hour	25	25
	2 hour	30	30
	More than 3 hour	35	35
	<b>Total</b>	<b>100</b>	<b>100</b>
Kinds of communities	Educational	28	28
	Entertainment	50	50
	Informational	22	22
	<b>Total</b>	<b>100</b>	<b>100</b>

### SOURCH: Primary Data

#### Interpretation

From this study it is evident that age group of the 41% of the respondents fall under the category of 20 – 23 years, 52% of the respondents fall under the gender group of male, 47% of the respondents educational qualification is under Graduate,30% of

the respondents fall under the category of more than 3 sites to be using,35% of the respondents fall under the category more than 3 hours time spending in social networking,50% of the respondents fall under the category of education to subscribe in social networking

**Table No 2: Rank the problems faced by youths from social networking**

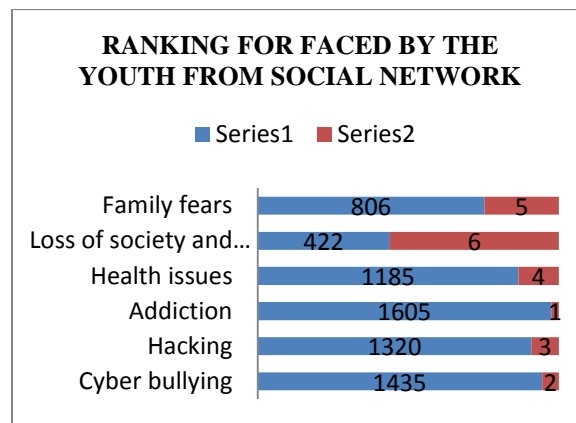
S.No	Problems faced	Authoritative	
		Total score	Rank
1	Cyber bullying	1435	2
2	Hacking	1320	3
3	Addiction	1605	1
4	Health issues	1185	4
5	Loss of society and family life	422	6
6	Family fears	806	5

**SOURCE: Primary Data**

### Interpretation

From this study, it is evidence that, Addiction is ranked as no1 with a total score of 1605, cyber

bullying is ranked as no2 with a total score of 1435, Hacking is ranked as no3 with a total score of 1320



**Figure 1: Rank the problems faced by youths from social networking**

### FINDINGS

- Addiction is ranked as no1 with a total score of 1605
- cyber bullying is ranked as no2 with a total score of 1435
- Hacking is ranked as no3 with a total score of 1320
- Age group of the 41% of the respondents fall under the category of 20-23
- 47% of the respondents educational qualification in under graduate
- 30% of the respondents using more than 3 social networking sites
- 35% of the respondents spent more than 3 hours in social networking
- 50% of the respondents subscribe the entertainment networking sites

### SUGGESTIONS

- Spend more time with close friends and family

- Teach students techniques for calming down so they do not react with anger and revenge using technology
- Two-factor authentication will prevent an online account from being hijacked

## CONCLUSION

The study deals with a survey on the impact of social media networking in the education of youth. Social networking referencing which is use in research tools are whatsapp, face book, Skype, YouTube and twitter. The survey was being conducted by this researcher to 200 young youth.

## REFERENCE

- [1]. Berson, I. R., &Berson, M. J. (2005). Challenging Online Behaviors of Youth Findings from a Comparative Analysis of Young People in the United States and New Zealand. *Social Science Computer Review*, 23(1), 29-38.
- [2]. Lusk, B. (2010). Digital natives and social media behaviors: An overview. *The Prevention Researcher*, 17(5), 3-6.

All the participated youth actively respond to these questionnaires. The average participation of the male is lesser than female. The average age groups which are being contacted by these researchers were between 17 – 23 years. Here the majority of the respondents were students while a smaller proportion were the people belonging to different employee groups. After getting all findings and discussed the conclusion of collected data the researcher recommend some measures to use of social networking in right direction and utilize social media favorable and appropriate manner to its user.