encountered negative comments, and considered them as cybercrime. Her experiences were mostly positive, that showcased her dance talent. She suggested stronger age limitations and warning systems for advancement.

- **Case Study: 10**

'J', a 26 year old job seeker from a nuclear family with Hindu religious views, used five social networking accounts regularly for socializing and entertainment. He was comfortable with social networking, but didn't explore much. He acknowledged both advantages and disadvantages, by experiencing lifestyle changes without addiction or health issues. He spent his time watching videos and agreeing to posts and shared new ideas, to which he gained hate commenters. He also claimed him to be aware of cyber security and cyber bullying. His experiences were mostly positive and was getting societal updates quickly. He suggested using social networking to help people in various circumstances.

The case studies explored the personal experiences of 10 individuals (B, A, C, D, E, F, G, H, I, and J) with social networking usage and problems. The youth belonged to different age groups, genders, religions, and occupations, residing in Trivandrum, Kerala. These respondents used social media for few common purposes like entertainment, education and communication. These youth, being aware of the pros and cons of social media, some experienced health issues and lifestyle changes, and other did not. They all claimed to be aware of cyber security and privacy concerns, and so they spent their time in the forenamed purposes. Many encountered negative comments, considering them harmful or criminal. Most believed social networking had a positive impact, but suggested advancements like privacy enhancement, reducing abuse, and promoting positive content. A few predicted social media would have a more educational and opportunistic impact in the future. The youth recognized social networking benefits and drawbacks, emphasizing the need for responsible usage and advancements to ensure a safer online experience.

The Case Study indicated that each person's view of social networking and their specific vision is different, and they all arise from their own circumstances. Everyone recognizes right and wrong. However, their benefits are preempted and prepared to go ahead with the right arrangements. Youth see value in their experiences rather than inflows.

CHAPTER 5

SUMMARY AND CONCLUSION

Today, people are becoming progressively regulated on social media, which provides fast access to information. The youth have grown up with technology, making social media a striking part of their lives. Social networking sites offer several applications that cater to different needs and people of all ages use these platforms. Furthermore, youth are more distinguishable on social networking and crucial to recognize their existing possibilities and interests.

This study explores the usage of social networking among youth in Thiruvananthapuram district, Kerala, focusing on both urban and rural areas. It aims to understand their knowledge, attitudes and usage of social networking. Hence, the present study **"An Analytical Study on Social Networking among the Youth",** was framed with the following objectives:

- To know the socio demographic background of the youth
- To identify the social networking knowledge of rural and urban youth
- To find out the attitude towards social networking in rural and urban youth
- To assess the social networking usage and impact of social networking on youth
- To educate the focus group and to create an awareness through short movie
- To find out the personal experience in social networking and problems through case studies.

Hypotheses of the Study

A hypothesis is a claim or statement that a random sample must validate to determine if it is true. The hypotheses of the study were described below:

- H_{01} = There is no significant association between location of the youth and social networking knowledge
- H_{02}= There is no significant association between location of the youth and attitudes towards social networking (Emotional, Behavioural, Positive and Negative)
- H_{03}=There is no significant association between the location of the youth and social networking usage

Social networking often has both positive and negative effects and it is essential to identify and solve the problems. The study aimed to create awareness among the youth and to find disparities in social networking between rural and urban youth. To recognize the need for social networking, the researcher had identified the research problem and selected the research problem as '**An Analytical Study on Social Networking among the Youth'** for the study.

In accordance with the objectives and hypotheses framed, an appropriate methodology was designed and adopted for the study. The study was formulated as an analysis to draw inferences based on the data. The study aimed to investigate the youth's social networking knowledge, attitude, usage and knowledge improvement among the youth. Additionally, the study used a short movie to enhance knowledge improvement of the focus group among the student youth and employed youth and also did case studies on them to explore personal experiences.

The present study adopted a multistage sampling method. In the first stage, the purposive sampling method was used to select Thiruvananthapuram district among the fourteen districts of Kerala. Within this district, for rural area Nedumangad taluk and for urban area Trivandrum corporation was selected for the study. From Nedumangad taluk, the villages Tholicode, Vithura and Vellanad were selected, and from the urban area, Vellayambalam, Thampanoor and Vattiyoorkavu were chosen. For this study, youths were defined as individuals aged 15-34 years, and samples were selected from both rural and urban areas. A total of 600 samples were selected, with 300 from rural youth and 300 from urban youth, using the Random Sampling Method. Among the rural youth, 150 samples were students and 150 samples were employed youth. Similarly, among the urban youth, 150 samples were students and 150 were employed youth. The study used a combination of purposive and random sampling methods to select the area and samples that aimed to determine if there were any differences between rural and urban youth.

Primary data was collected through interviews, observations, pre and post test and focus groups. An interview schedule was used to gather relevant information during the initial phase of the research. After conducting a pilot study, the data collection tools were validated based on feedback and recommendations from various experts.

Secondary data was collected from Journals, Magazines, Articles, Websites, Books, Newspaper and Reports of Government.

For data collection, appropriate educational institutes were identified in rural and urban areas and obtained concent from authorities. Informed consent was obtained from students and employed youth; the participants were ensured to understand the study purpose, scope and confidentiality. Employed youth were approached through professional networks, social media and public spaces, with a clear introduction and explanation of the study.

An identified focus group from the narratives of interviewees, through a better understanding of selected themes or issues. To raise awareness about the topic, a short movie was made which served as an educational tool, in order to inform or influence participants' understanding or attitudes. To convey the important facts to participants, a PowerPoint presentation was utilized as a medium. To analyse the impact of these presentations, pre test and post test was conducted. Additionally, case studies were conducted to enable an indepth examination of individual experiences, perspectives, or behaviours related to the study's topic. Case studies involved 10 respondents youth through face to face interviews using a prepared interview schedule, with open ended questions and close ended questions to gather specific information. The collected data were analyzed involving a case study approach that included a detailed examination of the individual study.

For the data analysis, SPSS software was used to code, tabulate, and statistically analyze using descriptive and analytical statistical methods. The analyzed data delivers the necessary understanding for drawing inferences and conclusions. Statistical tests such as percentage analysis, Cramér's V correlation and chi-square tests were used.

The major findings of the study are discussed briefly in the following sections:

The Socio Demographic Profile of the Youth

- Age: Among the selected youth, the majority, 100 percent of rural and urban student youth, were between 15 and 24 years of age. Similarly, 57 percent of employed youth belonged to the age group of 25 to 34 years.

- Gender: Among the rural student youth, the majority 67 percent comprised female and 64 percent of urban employed youth comprised females.
- Education: Regarding the educational qualification of the youth, 57 percent of the rural student youth and 37 percent of rural employed youth have qualified in higher secondary education, but urban student youth showed the Diploma as the qualification possessed by 37 percent. Sixty three percent of urban employed youth had completed graduation.
- Marital Status: A majority cent percent of student youth including both rural and urban were unmarried. Among employed youth, 62 percent of the rural employed youth were unmarried and 52 percent of urban employed youth belonged to married category.
- Status of Residency of Youth: Majority 93 percent of the rural student youth's parents and 84 percent of the urban student youth's parents stayed with their wards. Similarly, 54 percent of rural employed youth and 54 percent of urban employed youth stayed with their spouse.
- Family Type: Among the selected youth, 55 percent of rural student youth, 67 percent of urban student youth, 74 percent of rural employed youth and 64 percent of urban employed youth belonged to nuclear family system.
- Annual Family Income: The highest 85 percent of the rural student youth have an annual income of below Rs.1,00,000. With regard to the annual income of employed youth, the majority 95 percent of the rural employed youth belonged to the category of below Rs.1,00,000.

These demographics suggested that social networking was an integral part of the daily lives of students and employed youth in Thiruvananthapuram, Kerala, with females and graduates being more active users. The study also highlighted the importance of communication through social networking, especially among married employed youth who used it to maintain relationships and bridge the geographical gap.

Social Networking Knowledge Among Youth

Rural and urban youth were more knowledgeable about social networking. Among the students, particularly rural student youth showed higher knowledge in the Google search engine with 93 percent compared to 92 percent of urban student youth. In regard to

employed youth, rural employed youth showed a cent percent of knowledge on social networking operations.

- Communication platforms like Facebook Messenger were more familiar across all groups, with 89 percent of rural student youth and 84 percent of urban student youth being knowledgeable about that.
- WhatsApp was found to be widely known among 93 percent of rural and 56 percent of urban student youth. WhatsApp was the most widely known chat application, with 67 percent of rural and 80 percent of urban employed youth being aware of it.
- The majority, 76 percent of rural student youth and 59 percent of urban student youth revealed that they know profile creation. A maximum of 57 percent of rural employed youth and 53 percent of urban employed youth expressed that they were knew about new video upload.
- A majority 80 percent of rural student youth and 79 percent of urban student youth expressed that they opened social networking pages by themselves for social networking operations. As far as employed youth was concerned, 66 percent of rural employed youth and 63 percent of urban employed youth also expressed that they assisted themselves in opening a social networking page.
- Among the selected youth, 47 percent of rural student youth and 72 percent of urban student youth, update status depending upon the situation. Among the employed youth category, 45 percent of rural employed youth and 41 percent of urban employed youth updated their status based on situation.
- In connection to youth knowledge on social networking intention, a majority of 89 percent of rural student youth and 81 percent of urban student youth prioritized communication as the primary intention. Most 61 percent of employed youth possessed knowledge of using social networking for communication purposes.
- Majority 84 percent of rural student youth and 56 percent of urban student youth were aware that knowledge development was one of the benefits of social networking, followed by 47 percent of rural employed youth and 59 percent of urban employed youth.
- A majority, 64 percent of rural student youth and 65 percent of urban student youth, use social networking for educational purposes. Less than half, 45 percent of rural

employed and 48 percent of urban employed youth, showed interest in the use of social networking for educational purposes.

- The social networking knowledge of the youth and the location of the youth had a significant association, based on testing of the hypothesis through Cramer's V correlation analysis. It was proven that there was a significant association between the location of youth and social networking knowledge.

Attitude of Youth Towards Social Networking

- Among the selected youth, 64 percent of the rural student youth agreed that social networking helps to maintain relationship. Sixty percent of the urban student youth agreed that social networking content creation is used to express their attitude without fear. Similar to rural student youth, 60 percent of rural employed youth expressed that social networking helps to maintain relationships.
- Social networking not an interesting area was disagreed by 47 percent of rural students, indicating that they were interested in social networking activities. In contrast, 47 percent of urban employed agreed with the statement, social networking not an interesting area due to busy work schedules or a preference to save time.
- Among selected student youth, 64 percent of rural student youth strongly agreed positive attitude towards social networking provides knowledge and opportunities. Among employed youth, 80 percent of the rural employed positively agreed that social networking aided to express their attitude without fear.
- Among student youth, 45 percent of urban student youth strongly agreed that due to social networking usage faced huge privacy issues and lots of fake accounts. Among employed youth, 68 percent of the rural employed youth agreed that social networking had fraudulent activities.

Cramer's V Correlation Analysis-Association Between Location of Youth and Knowledge and Attitude of the Selected Youth

Cramer invented the Cramer's V Correlation to measure the association between two categorical variables, based on the chi-square test. The ordinal and nominal variables must contain two or more independent groups. The Cramer's V value ranges from 0 to 1.

- The social networking knowledge of the youth and location of the youth had a significant association, which was tested as a hypothesis through Cramer's V

correlation (it ranges 0.59 to 0.963). The results showed that for all 11 knowledge aspects of social networking, it was proved that there was a significant association between location of youth and social networking knowledge.

- The emotional attitude of the youth was tested through Cramer's V correlation. Here, the findings revealed that a significant association between the location of youth (urban vs. rural) and their emotional attitudes of youth towards social networking. The Cramer's V correlation coefficients indicated a moderate to strong association between the variables, ranging from 0.516 to 0.874. It proved that there was a significant association between the location of youth and social networking emotional attitudes.
- The behavioral attitude of the youth was analyzed by Cramer's V correlation. The Cramer's V correlation coefficients recommended a moderate to strong association between the variables, ranging from 0.606 to 0.832. Regarding student youth, out of the 11 statements related to the behavioral attitude of the youth, six aspects showed a strong association and the remaining 5 showed a moderate association. The highest association was seen in 'fear in social media isolation' with a correlation value of 0.832. The lowest correlation was seen in 'needs some changes for active participation' with the V value of 0.606. It was proven that there was a significant association between the location of youth and social networking behavioral attitudes.
- The positive attitude of the youth was tested through Cramer's V correlation. The p values were less than 0.005, indicating a highly significant association between the location of youth (rural and urban) and the positive attitudes towards social networking. The Cramer's V correlation of the student youth category ranged from 0.724 to 0.967, the highest cramer's V correlation was seen in 'social networking used to express their attitude without fears, indicating a strong positive association between the variables. It was proved that there was a significant association between location of youth and social networking positive attitudes.
- The negative attitude of the youth was tested through Cramer's V correlation. The p values were less than 0.005, indicating a highly significant association between the location of student youth (rural and urban) and the negative attitudes of youth towards social networking. The Cramer's V values ranged from 0.651 to 0.956,

indicating a strong association between the variables. The results suggested that there was a significant association between the location of student youth and their negative attitudes towards social networking, with both rural and urban student youth exhibiting strong negative attitudes towards social networking use. The strongest association was found in 'faced huge privacy issues and lots of fake accounts' (Cramers V = 0.956). It was proven that there was a significant association between the location of youth and social networking negative attitudes.

Analyze the Social Networking Usage and Impact on Youth

- Among student youth, a higher 67 percent of urban student youth reported that they didn't imitate characters from social networking usage, in contrast, among employed youth, a higher 87 percent of urban employed youth reported that they didn't imitate characters from social networking usage. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of youth and character imitation.
- Among student youth, the majority, 87 percent of rural student youth reported that social networking improved their language proficiency. A higher proportion, 85 percent of rural employed youth reported improved language proficiency through social networking. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of youth and character imitation of the youth.
- Among student youth, a higher 73 percent of rural student youth reported developing caliber through social networking. Among employed youth, a higher 73 percent of rural employed youth reported developing caliber through social networking. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and the enhancement of the caliber of the youth.

- Among student youth, 67 percent of rural student youth and 64 percent of urban student youth have started making videos, indicating a high interest in video creation among both groups. Among employed youth, 47 percent of rural employed youth and 63 percent of urban employed youth had started making videos, indicating a moderate interest in video creation among both groups. A higher 55 percent of urban employed showed they love to make videos and post the videos to social networking sites. Other groups were significantly less. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed to be less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and encouraging video making of the youth.
- A majority 83 percent of rural student youth and 79 percent of rural employed youth reported developing photography skills through social networking than 76 percent of urban employed youth. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and their photography skills of the youth.
- A higher 48 percent of rural student youth and 49 percent of urban student youth reported using social networking to acquire fans/followers. Among employed youth, a higher 64 percent of rural employed youth and 29 percent of urban employed youth reported using social networking to acquire fans/followers. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and acquiring fans/followers for the profile of the youth.

- A majority 81 percent of rural student youth and 79 percent of urban student youth reported not chatting with unknown people. Among employed youth, a higher 85 percent of rural employed youth and 75 percent of urban employed youth reported not

chatting with unknown people. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and the chat activity of the youth with strangers.

- A higher 35 percent of urban student youth had their own YouTube channels. Among employed youth, a higher 23 percent of urban employed youth had their own YouTube channels. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the locations of youth and encourages YouTube channels of the youth.

- A higher 61 percent of urban student youth spent time on online games, followed by 53 percent of rural student youth. Among employed youth, 43 percent of rural employed youth and 31 percent of urban employed youth spent time on online games. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and their online gaming activity of the youth.

- Among the youth, the majority, 91 percent of the rural employed youth revealed they no experience of any hacking issues from the social networking sites. A higher 85 percent of the urban employed youth positively revealed they had not experienced hacking issues. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and hacking issues of the youth.

- Among student youth, 12 percent of rural student youth and 31 percent of urban student youth reported life threatening issues due to social networking usage. Among employed

youth, 15 percent of rural employed youth and 4 percent of urban employed youth reported experiencing life threatening issues due to social networking usage. Very little of the youth had faced life threatening issues. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and life threatening issues of the youth.

- Among the selected youth, 37 percent of rural student youth and 31 percent of urban student youth reported health issues due to social networking usage. Among employed youth, the majority, 71 percent of rural employed youth and 60 percent of urban employed youth reported health issues due to social networking usage. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and health problems issues due to social networking.

- Among youth, 95 percent of rural student youth and 89 percent of urban student youth expressed their interest in social networking sites. This trend was more pronounced among employed youth, with 100 percent of rural employed youth and 96 percent of urban employed youth showing interest. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location and the interested area of the youth.

- Among the selected youth, 59 percent of rural students and 51 percent of urban students believed that social networking provides job opportunities. A majority of 76 percent of rural employed youth and 79 percent of urban employed youth believed that social networking provides job opportunities. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level,

hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and the enhanced job opportunities of the youth.

- Among the selected youth, a majority 81 percent of urban student youth and 97 percent of rural employed youth faced social issues. The null hypothesis examined through a chi-square test, involved the analysis of the data of rural and urban students and rural and urban employed youth, where the p value revealed less than the (0.05) significance level, hence leading to the rejection of the null hypothesis. It revealed that there was a significant association between the location of the youth and major social problems arising in society.

Impact of Awareness Programme of the Study (Pre and Post Assessment) among the Focus Group

- Among the selected youth, rural student youth showed the highest 86 participants in the focus group, followed by 66 rural employed youth. Similarly, 50 urban student youth and 26 urban employed youth showed relatively lower participation in the focus group. The total number of participants from rural areas was 136, higher than the 92 participants of urban areas.
- A significant improvement in knowledge was observed among students and employed youth, with notable differences between rural and urban populations. Among students, rural students initially scored low on the pre test, with a score of 7, while urban students scored slightly higher at 14. However, after the awareness, both groups demonstrated substantial knowledge improvement, with scores increasing to 84 to100 percent.
- Employed youth also showed a significant gain in knowledge. Rural employed youth had a lower initial score of 18 percent compared to urban employed youth, who scored 42 percent. Following the awareness programmes both groups showed significant knowledge improvement, with scores ranging from 83 to100 percent.

Personal Experience of Youth on Social Networking Usages-Case Study

- Social networking has a positive impact, but suggested advancements like privacy enhancement, reducing abuse and promoting positive content. A few predicted that social media would have a more educational and opportunistic impact in the future.

The youth recognized social networking benefits and drawbacks, emphasizing the need for responsible usage and advancements to ensure a safer online experience.

- The case study indicated that each person's view of social networking and their specific vision was different, and they all arise from their own circumstances. Everyone recognized right and wrong. However, their benefits were preempted and prepared to go ahead with the right arrangements. Youth saw value in their experiences rather than inflows.

These concerns were shared by both rural and urban student and employed youth. The study emphasized the importance of social networking and promoting responsible social media networking among youth to maximize its benefits while minimizing its harm.

Conclusion

This study investigated the knowledge, attitude and use of social networking among youth in Thiruvananthapuram district, Kerala, focusing on both urban and rural areas. It targetd to comprehend the knowledge, attitudes and usage patterns of social networking of youth. Employed a mixed method research design that associates quantitative and qualitative approaches. The study showed that social networking has both positive and negative impacts on youth. The findings emphasized the importance of promoting responsible social networking usage and educating youth about the dormant risks associated with social networking. Both rural and urban youth benefited from social networking, however, they experienced negative consequences. They have developed emotional, behavioural, positive and negative attitudes towards social networking, whereas, social networking offers opportunities for growth and development, its negative aspects ought to be tackled. The study suggests that education and awareness are essential to lead youth in using social networking sites efficiently and reasonably. The accessibility of the internet empowers rural youth to access modern amenities similar to urban youth, bridging the persisting marginalization.

The findings highlight the need for targeted awareness programmes and educations to minimize impairs and maximize benefits, eventually contributing to more inclusive and connected communities.

Recommendations:

Recommendations for the Youth:

Youth should educate themselves to install social networking applications only after analysing the pros and cons of each application. In addition, to avoid health issues, they should maintain a balance between online activities by setting clear boundaries for usage and screen time. Moreover, social networking sites can be used for productive purposes such as education, employment, and entrepreneurship.

Recommendations for Application Developers:

Application developers should consider limiting word counts for commenting. Furthermore, the sending and receiving of images and videos can be enabled based on mutual consent. In addition, limits on daily usage hours should be set by social networking sites depending on users' profession or user profiles. Moreover, notifications of searchers' details should be made visible to individual profile users.

Recommendations for the Government:

The government should recommend authenticating ID proof for opening social networking accounts in order to reduce multiple fake account users, harassment, and cyber bullying. Additionally, the usage and creation of social networking accounts must be strictly regulated for those less than 18 years old. Furthermore, cyber laws should be more actively enforced to reduce malpractices. All social networking applications should obtain proper authority to coordinate and verify for public usage. Finally, the government can initiate programmes to reduce rural urban disparities effectively in rural areas through the establishment of social networking infrastructure.