

**A STUDY ON IMPACT OF SOCIAL MEDIA AMONG THE STUDENTS
(WITH SPECIAL REFERENCE TO UDUMALPET TOWN IN
TIRUPPUR DISTRICT)**

BY

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CERTIFICATE

DECLARATION

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LIST OF THE CONTENTS

LIST OF THE CONTENTS

S.NO	CONTENTS	PAGE NO
	List of the figures	
	List of the table	
I	Introduction	1
II	Review of Literature	16
III	Research Methodology	27
IV	Analysis and Interpretation	30
V	Findings, Suggestions and Conclusion	58
	Bibliography	63
	Annexure	68

LIST OF THE FIGURES

LIST OF THE FIGURES

TABLE NO	TITLE	PAGE NO
1	Gender	31
2	Age	33
3	Marital status	34
4	Type of family	35
5	Number of members in the family	36
6	Educational qualification	37
7	Social Media also an earning source	38

LIST OF THE TABLES

LIST OF THE TABLES

TABLE NO	TITLE	PAGE NO
1	Gender	30
2	Age	32
3	Marital status	33
4	Type of family	34
5	Number of members in the family	35
6	Educational qualification	36
7	Social media also an earning source	37
8	Gender and access device by the students	39
9	Gender and internet pack used by the students	41
10	Gender and social media preferred by the students	43
11	Gender and positive impact on social media by the students	45
12	Gender and problem faced in social media by the students	47
13	Significant relationship between impact factors	53

INTRODUCTION

CHAPTER- I

INTRODUCTION

1. INTRODUCTION

Social media plays an imperative role in people's lives. Social media also witnessed a remarkable and rapid advancement in technology in the world in general and India in particular because of the large number of individuals who wake-up every morning to check with their social accounts instead of reading the newspaper. Social media however altered the reality defined by the world significantly in which an individual's view in reality in the light of social media, handles relationships with people near and far, known and unknown.

This unprecedented change is attributed to the revolution of the Internet and social media and almost everything has overnight become so easy and so instant. To enable instant communication, anything can be done through a globally wired network facilitating thereby people to become more interconnected and interdependent. Thus this social media revolution has brought people together regardless of their geographical boundaries.

Most popular social media platforms are completely free. However, they may contain paid add-ons, as well as regular targeted advertising. The platforms are user-friendly, and while there some age restrictions for some these terms of use are often unknown or ignored. If students have access to a suitable electronic device and an email address or phone number, these platforms are available at their fingertips. This ease of access makes it difficult to know exactly where your students are socializing online, as well as why and how they are using the various platforms. While some students may be excluded from using social media, either by bans from their parents or by limited access to technology, it's still important that they understand its complexities and how to use it safely, as they are likely to engage with it in the future.

1.1 ROLE OF SOCIAL MEDIA

Role of Social media works like a digital word-of-mouth and people access this social media through smart phones, tablets, computers, and other electronic devices for information dissemination and to stay connected with others, who are now just a click away. By using social media almost every day People are communicating through a wide variety of social networks so

on by sharing, posting and in linking up with media information. Because of its modern explosion in popularity and usage, social media has become a new boon in communicating.

An individual interacts with her/his social media friends to maintain a cordial relationship amongst different groups of peoples. The relationship may be based on emotions like love and liking, regular interactions, or some other type of social commitments. Social relationships take place in a variety of contexts, such as family, friends, marriage acquaintances, work spot and even while also social media is primarily internet or cellular phone based applications and tools to share information among people.

Social media has gained an astounding worldwide growth and popularity which in turn has rather gained the attention of researchers globally. Although with time, all generations are embracing the changes that social media has brought about, mostly school students are the most fanatic users of these sites because school students are now the ones amongst many of groups that are eager to know about the technological advancements and latest trends and they are also who accept these changes with an open mind.

The increasing usage of social media has far reaching influence on Social Interaction, Entertainment and purchase decisions among school students, worldwide. Social media encourages self-directed learning, which prepares students to seek answers and make decisions independently. Social media also enables students to connect and collaborate outside of the classroom, which means that students everywhere can begin to experience the globally connected world long before entering the workforce.

1.2 History of Social Media

In Early Social Media the origin of social media can be traced back to the written correspondence delivered by hand from one person to another. Letters were exchanged individually .The postal service had begun in 550 B.C and it continued for several centuries as means of social communication. In 1792, the telegraph was invented by Graham Bell and it allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. The telegraph messages were also effective means of social communication. The telephone was also discovered in 1890 as an effective means of social communication. But, the invention of radio in 1891 by Marconi remarkably widened the scope of social media and communication all over the world.

The first companies to create social networks based on web technology were Classmates.com and SixDegrees.com. Classmates.com, founded in 1995, used an aggressive pop-up advertisement campaign to draw web surfers to its site. It based its social network on the existing connection between members of high-school and college graduating classes, armed service branches, and workplaces. It was the first true social networking site.

1.3 NEED OF THE STUDY

Social media tools have revolutionized communication methods, both privately and increasingly, at work. Communication through social media involves the use of an online platform or website (a social networking site) that enables people to communicate, usually for a social purpose, through a variety of services, most of which are web-based and offer opportunities for people to interact over the internet, e.g. via e-mail and instant messaging (a form of real-time, direct text-based communication between two or more people using personal computers or other devices).

It can provide a useful additional source of information on potential job college students, especially since some data (at the personal as well as the professional level) may not be generated for the purpose of recruitment, and therefore may provide candid supplementary information on the applicant. For college students it potentially offers multiple sources of information about the employer and the possibility of contact with existing employees to gain a more realistic job preview. However, there are a number of issues that need to be considered.

Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have. The most well-known social media platforms are Facebook, Twitter, Instagram and LinkedIn. Share your thoughts and ideas in the social media to develop the sites in the education this is yet another great importance of social media. You can learn as well as share your opinions with others on the online platforms. To illustrate, if you want to buy something today, you can easily look at customer ratings and reviews. Hence, these reviews make your decisions more concrete.

1.4 ESSENTIAL USE OF SOCIAL MEDIA AMONG THE STUDENTS

1.4.1 LinkedIn

It is a great way to begin networking with classmate, employer, employee, and peers for their career even while they attend college classes. Sign up for free and begin to browse through contacts. Get introduced, but only after they fill out their profile page completely with a resume, references and more. They can even join several quality groups, such as groups specifically for e-Marketing association students to connect. Use widgets to tie their social life into their professional life, but make this connection only if they want professionals to know about their social life. LinkedIn is a social media site designed specifically for the business community. The goal of the site is to enable registered members to establish and document networks of people they know and trust professionally.

1.4.2 FaceBook

Social media changed the way in which people interact with one another, how companies do business, and how they spend their ad budgets revenue. Launched in a Harvard dormitory in 2004 by Mark Zuckerberg, Eduardo Saverin, Chris Hughes, and Dustin Moskovitz, the social media site that became Facebook initially had high school and college students in mind. Teenagers love Facebook because they can personalize their profile. In much the same way that other generations may have plastered their bedroom walls with posters of their favourite bands or soccer teams, young people now take part in personalize their own space online with pictures, music, videos, and comments.

1.4.3 WhatsApp

WhatsApp is a free cross-platform messaging service. It lets users of iPhone and Android smartphones and Mac and Windows PC call and exchange text, photo, audio and video messages with others across the globe for free, regardless of the recipient's device. WhatsApp uses a Wi-Fi connection to communicate cross-platform, unlike Apple iMessage and Messages by Google, which require cellular networks and Short Message Service (SMS). WhatsApp's use of Wi-Fi is cost-effective, making it popular with users who do not have data plans with

unlimited calls and text messaging. Its cross-platform feature is also popular with people who have family abroad, travel internationally or live outside the United States. WhatsApp is an international instant messaging platform that's part of Meta's Family of Apps. The platform allows users to send and receive messages, make and receive video and voice calls, share photos and videos, and links to other content.

1.4.4 Twitter

Twitter is a free social media site where users broadcast short posts known as tweets. These tweets can contain text, videos, photos or links. To access Twitter, users need an internet connection or smart phone to use the app or website, Twitter.com. Twitter is not the most popular social media platform and is often overshadowed by Facebook, Instagram, and even in Pinterest and TikTok.. As a result, combined with other factors, when it comes to business, Twitter stands out as the most efficient social network. Social media platforms have become the favored support channel for customers, as they are less formal and usually provide quicker results than standard communication methods such as emails or phone calls. As brands on Twitter are, more often than not, active throughout the day, customers tend to reach out to them via the platform when they have a question or need customer support.

1.4.5 Instagram

Instagram is an undoubted medium through which many people share and educate themselves during the initial stages. But in the present days period of time spent and the impact that social media creates is huge than that of any other medium like that of television ,radios ,newspaper etc. A technology always gives a huge comfort and flexibility at first and after a certain period of time the same blessing becomes a curse, when people especially students over indulge a lot in such activities. Off late if we see the student academic performance and their socialization in the society is hampered due to their addiction towards social media. The same social media has lots positive things which can mould every student into an intellectual. But the negatives in social medium have overshadowed the positive. Instagram is among a breed of smartphone apps which have tapped into the creative, image-based online life of young people.

1.4.6 Telegram

Telegram app is a very helpful and powerful tool for online teachers. You can communicate with your students using this app and give them access to your course material. There are a number of bots available on Telegram that may be used to automate processes like scheduling and reminding students, which is useful for running an online course. In general, Telegram for online teaching can be a useful and effective tool for online education. You can start a group conversation on Telegram for your class and ask your students to join. This may be an effective technique to interact with your course students and provide them with resources and study material in students. Telegram gives you the possibility to create your own username so you can be found through its search engine.

1.4.7 Snapchat

Snapchat is mostly using students aware of the latest campus announcements. By offering a snap at a certain time, the students stay on their toes for the next big announcement. Whether it's about changes in the curriculum or the exact date of an annual event, it's a great way to build up the anticipation. By reaching students the way they want to be reached, schools that utilize Snapchat can help foster school spirit and active participation in school activities. The post Engaging Students through Snapchat appeared first on Social Garden .But a new study from the Knight Foundation has turned up a surprising finding -- that among college students, Snapchat is the second most popular social media pathway to news behind Facebook. Snapchat is a social media platform and multimedia messaging application that can be accessed via Android and iOS mobile devices..

1.4.8 YouTube

In order to be successful with YouTube, we first need to take a step back to the basics to understand what exactly YouTube is and why your business needs it. Not too long ago, companies paid a lot of money to produce and air their TV commercials to reach potential customers. According to [Brandwatch](#), by 2025, half of the viewers under 32 will not subscribe to a pay-TV service, then you already know about YouTube. YouTube as a social media platform

boils down to one simple concept: video sharing. YouTube's free social media video sharing platform allows individuals and businesses to upload and share their videos with the world. YouTube is not just a part of social media; it is a social media behemoth. Any marketer worth their ambition would recognize it as such.

1.4.9 SWAYAM

SWAYAM is a program initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. SWAYAM conducts on-line certification courses on a variety of subjects for which exams are held every semester in the Computer Based Mode or in hybrid mode, i.e. CBT mode and paper pen mode. India's educational outcomes by extending the requisite reach and access to quality education at competitive economies of scale.

1.4.10 Internship Ratings

Internship Ratings offers student reviews from students that have already been through internships and know how valuable they are. Users can fill out a quick and easy survey to rate different aspects of their internship, including the level of "real life" experience, compensation, networking opportunities and more. They can also add a comment to describe their experience in more detail. This site is a great way to weed out the internships that will be a waste of student time, and to find the ones that will actually benefit the student.

1.4.11 Graduway

Graduway is another students using in college social media service designed with aim to enhance alumni relations. Its tag line – "empowers your alumni network" – makes clear that it's focused more on helping colleges connect with their alumni than land jobs, but the two areas obviously overlap, so Graduway may be worth checking out for college students who are job hunting.

1.4.12 Equals6

Equals6 is the online community where students compete for exclusive scholarships, make valuable connections and discover exciting career possibilities. Equals6 also serves as a social meeting place where students form groups, share ideas and hold lively discussions. As a social media platform for student talent, Equals6 partners with select employers to provide its student members with career opportunities. Employers are able to connect with student.

1.5. TYPES OF SOCIAL MEDIA

Social media refers to online platforms and technologies that enable users to create and share content, connect with other users, and participate in social networking. There are several types of social media platforms, each with their own unique features and purposes several types of social media platforms, each with their own unique features and purposes:

1.5.1 Social Networking Sites

Social networking sites help people connect with each other and offer a multitude of ways for different brands to attract individuals. Users can share their thoughts, form groups based on their interests, curate content, upload photos and videos and participate in group discussions. Examples of social networking platforms: Facebook, Twitter, Instagram, LinkedIn, TikTok.

1.5.2 Micro blogging Sites

Micro blogging sites are social media platforms that allow users to share short-form content, typically consisting of text updates or photos. These platforms are often characterized by their brevity, with strict character limits for each post. Examples include Twitter and Tumblr.

1.5.3 Media Sharing Networks

Media sharing networks are social media platforms that enable users to share various forms of media, including photos, videos, and audio files. These platforms allow users to upload and share their media with their followers or with the public, and often include features for

liking, commenting, and sharing content. Media sharing networks are often used by individuals, businesses, and organizations to showcase their creativity, promote their products or services, or share visual content that is relevant to a particular audience or community. They can also be used to engage with followers, build a following, and drive traffic to a website or blog. Examples include Instagram, YouTube, and Flickr.

1.5.4 Discussion forums

Discussion forums, also known as online discussion boards, are social media platforms that allow users to participate in online discussions on a variety of topics. These platforms provide a space for users to post questions, share opinions, and engage in conversations with other users who share similar interests or experiences. These platforms can be used by individuals to seek advice, share information, or connect with others who share similar interests. They can also be used by businesses and organizations to engage with customers, answer questions, and gather feedback. Examples include Reddit, Quora, and Stack Exchange.

1.5.5 Blogging and publishing networks

These social media networks give you a place to publish your thoughts on your job, current events, hobbies and more. You can enjoy many of the benefits of having your own blog without having to host it on your own website. You can also attract new readers from the pool of people who visit the network looking for interesting content. Consider writing blog posts about how to use your product in creative ways or post news about your industry to drive more traffic to your account. Examples of blogging and publishing networks: Medium, WordPress, Facebook.

1.5.6 Messaging Apps

Messaging apps are social media platforms that enable users to communicate with each other through text, voice, or video messages. These platforms typically provide a private or group chat feature, allowing users to engage in one-on-one or group conversations with their contacts. Messaging apps are often used by individuals to stay in touch with friends and family, as well as to communicate with coworkers or classmates. They can also be used by businesses

and organizations to provide customer support, engage with customers, and share information or updates with employees. For Examples include WhatsApp, WeChat, and Telegram.

1.5.7 Virtual Reality Platforms

Virtual reality platforms are computer-generated environments that simulate the physical presence of users in a virtual world. These platforms allow users to interact with a computer-generated environment, often through the use of virtual reality headsets or other immersive devices. Examples PlayStation VR, Magic Leap.

1.6 IMPACT OF SOCIAL MEDIA

Social media is a term used to describe a variety of online platforms and technologies that allow users to create, share, and exchange information and ideas in virtual communities and networks. Examples of social media platforms include Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, and Snapchat. The impact of social media refers to the various ways in which these platforms have influenced individuals and society as a whole, including the way people communicate, access information, share ideas, form opinions, and interact with one another. The impact of social media can be both positive and negative, and it has been the subject of much research and debate in recent years.

1.6.1 POSITIVE IMPACT OF SOCIAL MEDIA

The different ways that social media platforms have positively impacted people and society are referred to as social media's positive impact. New potential for social activism, business, education, and connection have been made possible by social media. It has made it simpler for individuals to communicate with one another, regardless of where they are in the world, and it has given us new resources for education, research, and entrepreneurship. A more connected and knowledgeable society has benefited from social media's beneficial effects, which have been large overall. Social media has had many positive impacts on society. Here are some

Connection

Social media has made it easier for people to connect with one another, regardless of geographic location. People can now stay in touch with friends and family members who live far away, and can also meet new people who share their interests and hobbies.

Information sharing

Social media has made it easier for people to share information and ideas with one another. This has led to the creation of online communities centered around a wide range of topics, from cooking and gardening to politics and activism.

Business and entrepreneurship

Social media has also created new opportunities for businesses and entrepreneurs to connect with customers and clients. It has made it easier for small businesses to reach a wider audience and compete with larger companies.

Education

Social media has also had a positive impact on education. It has made it easier for students and teachers to connect and collaborate, and has provided new tools for learning and research.

Social activism

Social media has also played a role in social activism, providing a platform for marginalized groups to have their voices heard and for people to organize around important causes. Overall, social media has had many positive impacts on society, from improving communication and information sharing to creating new opportunities for business and education.

1.6.2 NEGATIVE IMPACT OF SOCIAL MEDIA

The term "negative impact of social media" refers to the different negative effects that social media platforms have had on people and society. Cyber bullying, addiction, worries about privacy and security, the dissemination of false information, and detrimental effects on mental health and self-esteem are just a few of the problems that social media has exacerbated. Social media has also had some negative impacts on society.

Cyber bullying

Social media has made it easier for people to engage in cyber bullying, harassment, and other forms of online abuse. This can have a serious impact on people's mental health and well-being.

Addiction and distraction

Social media can be addictive, and many people find themselves spending more time on social media than they intended. This can lead to distraction, procrastination, and reduced productivity.

Privacy and security, Spread of misinformation

Social media has raised concerns about privacy and security. There have been numerous cases of social media platforms being hacked, and personal information being compromised. Social media has made it easier for false information and rumors to spread quickly, often with little fact-checking or verification. This can have serious consequences for public health, political discourse, and social cohesion.

Social comparison and self-esteem

Social media can contribute to feelings of social comparison and low self-esteem. Seeing other people's carefully curate and filtered lives can make people feel inadequate or inferior.

1.7 WAY OF COMMUNICATION IN SOCIAL MEDIA

The benefits of social media refer to the advantages or positive effects that social media platforms have on individuals, businesses, and society as a whole. The communication can include increased connectivity, networking opportunities, information sharing, marketing, education, entertainment, and support. Social media has become an integral part of daily life for many people, and its benefits continue to evolve as technology advances and social media platforms continue to evolve.

1.7.1 Faster, Easier Communication

One of the key benefits of social media is faster and easier communication. Social media platforms provide individuals and businesses with an efficient way to communicate with each other in real-time, regardless of their location. This means that people can connect with friends, family, and colleagues, share updates, and communicate instantly, without the need for phone calls, emails, or physical meetings.

1.7.2 Reputation Management

Reputation management is another important benefit of social media. Social media platforms provide businesses and individuals with an opportunity to manage their reputation and control how they are perceived online. Individuals can also use social media to manage their

reputation by carefully curating their online presence. Overall, reputation management is a key benefit of social media that allows individuals and businesses to control how they are perceived online, and build a strong and positive reputation.

1.7.3 Generate Leads Directly & Indirectly

Social media can be a powerful tool for generating leads, both directly and indirectly. Directly, social media platforms provide businesses with an opportunity to advertise their products or services to a targeted audience. Social media ads can be highly targeted based on demographics, interests, and behaviors, which means that businesses can reach the right people with their message. Indirectly, social media can also generate leads by increasing brand awareness and building relationships with potential customers.. Overall, social media can be a powerful tool for generating leads, both directly through targeted advertising, and indirectly through building relationships with potential customers.

1.7.4 Networking & Partnerships

Networking and partnerships are another important benefit of social media. Social media platforms provide businesses and individuals with an opportunity to connect with like-minded people and build valuable relationships. Individuals can also use social media to network with others in their industry or community, build their personal brand, and connect with potential employers or clients. Overall, networking and partnerships are a key benefit of social media that can help businesses and individuals to build valuable relationships and form strategic partnerships that can help to grow their business or career.

1.7.5 Boost Organic Visibility

Boosting organic visibility is another important benefit of social media. Social media can be used to increase a business's visibility and reach a larger audience without the need for paid advertising. Overall, boosting organic visibility is a key benefit of social media that can help businesses to increase their reach, attract new followers, and drive traffic to their website or blog.

1.7.6 Customer Feedback

Customer feedback is another important benefit of social media. Social media platforms provide businesses with an opportunity to listen to their customers and receive feedback on their products or services in real-time.

1.8 STATEMENT OF THE PROBLEM

The statement of the problem is to analyze the effect of social media on students. The students can access to a wide area of a professional career on social media platforms and select to go for the dreamt one. Students are very much comfortable with the social media because it reduces the time and cost of responding. But nowadays, students engage in social media sites for entertainment only, rather they gather knowledge from it. So, it is necessary to conduct a study that how far the student got awareness about the social media on students.

Benefits of Social Media to Students of the various forms of social media has shown to benefits the students by intensify communication, social connection and even technical skills. Most of students use social media to socialize and communicate with each other which allow them to connect with friends and family, making new friends, sharing pictures and exchanging ideas. Through this also, students can fostering their identity and unique social skills. Some of the students nowadays are introvert and have low self-confidence.

However, by using social media as their communication tools, they can improve their social skills and interact well with their visual friends. Not only that, this such communication is also an important step for students and it can affords the opportunity for respect, tolerance, and increased discourse about personal and global issues. Social media also can connect them to people in the other country. Students can learn how to interact with foreign by using different languages.

1.9 OBJECTIVE OF THE STUDY

- To analyze socio-economic profile on social media in Udumalpet town
- To analyze the factors influencing the social media from the students.
- To analyze the usage and impact of social media platform among the students
- To study the problems faced by the students in social media.

1.10 LIMITATION OF THE STUDY

The study is analyzed by social media among students in udumalpet town. The sample size of the study is 80 respondents. Research study is cannot be generated in certain limitations. So, Hence the result is limited in Tiruppur District.

1.11 CHAPTER SCHEME

Chapter 1

The first chapter covers Introduction, Statement of the problem, Objective of the study and Limitations of the study.

Chapter 2

The second chapter gives a brief summary about reviews in particular research area.

Chapter 3

The third Chapter describes the Research Methodology

Chapter 4

The fourth chapter is Results and Discussions in tune with the Data analysis and the Interpretation were presented in systematic manner in SBSS with necessary tools.

Chapter 5

This chapter provides brief summary of Findings, Suggestions and Conclusion which is drawn from the analysis and interpretation.

REVIEW OF LITERATURE

CHAPTER - II

REVIEW OF LITERATURE

INTRODUCTION

In order to obtain conceptual knowledge and technical know-how in the subject matters the relevant literature consisting of texts books, research studies and research articles were received.

- **Benzie (2007)** noted that the Canadian government prohibited employees from Facebook.com. In the same way also pointed out that the U.S. Congress has proposed legislation to ban youth from accessing social networking websites in schools and libraries. When the highly developed nations take stands over the use of social networking websites and cannot allow these social networking websites for countrymen, youth, students and working people, then the need is felt to see into that either social networking websites adversely effects students or not. This research mainly focuses on such factors that affect student's academic life and learning experience.
- According to **Boyd and Ellison (2007)** Social networking sites are services which allow individuals to construct a public or semipublic profile within a bounded system like Facebook or WhatsApp where we can create account make profiles, updating status, comments, post or share pictures publicly, communicate with other users, and view the pages or profiles and details used by other users within the system., family, relatives and communities to share their opinions and post and upload things of their interest.
- **Griffith and Liyanage (2008:93)** evaluated the use of social networking sites in educational institutions and opined that the sites had become accessible via the Internet in the light of usability for teaching and learning. The study revealed that the credibility and reliability of the social media were not evaluated by the stakeholders of education. The scholars suggested that social media should be used carefully and responsibly in order to prevent cyber crimes by the young generation.

- **Lockyer and Patterson (2008:156)** investigated the need for integrating social networking technologies in education and stated that the emergence of social networking sites had expanded accessibility and use beyond levels in modern times. The study revealed that there were limited investigations on the potential or outcomes of such initiatives. The scholars also presented a case study that examines the technology and experience in a formal education context.
- **Petra Santti (2008)** According to the results of this thesis, social media use has a big impact on the development of knowledge management. This research explains that systematic and controllable social media utilization makes possible a more effective communication and more versatile use of knowledge. In this study researcher finds that social media also creates new possibilities for the emergence and processing of innovations that combine employees and their knowledge. In the same manner the researcher gives opinions that social media use develops corporate actions by improving communication possibilities, knowledge transfer and interactivity to more mature level. Effectiveness of the corporate actions improves while employees are able to share their know-how and interact easily.
- **Al-Rahmi and Othman (2009:14)** conducted an investigation on the impact of social media on academic performance of university students and noted that social media had gained wider acceptability and usability among the students. The study revealed that social media was the most important communication tools among students especially at the higher level of educational pursuit. The scholars noted that social media had the potentials of influencing decision-making in a very short time regardless of the distance. The scholars suggested that interaction with peers, parents and teachers would improve the students' academic performance.
- **Valenzuela et.al (2009:240)** explored the use of Facebook by the college students and stated that Facebook was the most popular social network site among college students in the U.S. The study revealed positive relationships

between intensity of Facebook use and students' life satisfaction, social trust, civic engagement, and political participation. The scholars suggested that online social networks should not be abused by the college students since they bring about youth disengagement from civic duty and democracy.

- According to **Mangold and Faulds (2009)**, social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010), which concede to the promotion of products and services as well as the setting up of online communities of brand followers (Kaplan & Haenlein, 2010) Furthermore, conversations between customers provide firms with new means of increasing brand awareness, brand recognition, and brand recall (Gunelius 2011).
- **Lenhart (2009:153)** carried out a study on the role of social media in the lives of teenagers and pointed out that broadband access was not a significant factor with regard to online teen content creation. The study revealed that a great majority of teen content creators reported having a broadband internet connection at home. The teenagers had better connectivity with the Internet on the basis of high-speed connection.
- According to **Kuppuswamy and Shankar (2010)** social network websites grab attention of the students and then diverts it towards noneducational and inappropriate actions including useless chatting. Based on the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student. Trusov, Bucklin, and Pauwels (2009) noted that the Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well-known in past few years.
- **David De Andrea, et al., (2011)** in their research found that social support played an integral role in determining student's successful adjustment to college. Unlike previous research that had evaluated face-to-face support interventions that occurred during students' first semester at college, the

current study reports on a student-centered social media site designed to enhance students' perceptions of social support prior to their arrival on campus. Results indicated that site usage increased student's perceptions that they would have a diverse social support network during their first semester at college, even when controlling for other potent predictors. The importance of social support perceptions for college adjustment was detailed and the ramifications of the social media intervention were discussed.

- **Jason Tham (2011)** found that female college students spent more time on SocialNetworking Sites than male students. He also found that for both males and females, the time spent on social network sites decreased as the age of the respondent increased. Researcher further explains that as for respondents' perception of the influence of social networking sites usage on their academic performance, significant differences were found in terms of age.
- Furthermore, **Wang, Chen and Liang (2011)** alleged that social networking is absolutely affecting students' effectiveness as well as their grades. Therefore, educators need to be worried about these problems and attempt to find better ways to solve these problems. Though, framed within an academic context, the concepts outlined here can be used to investigate the use of communication technology not only at school, but also at home, workplace, and many other settings, and for a diversity of different viewers like teenagers, young adults, the elderly, or families.
- **Megan Sponcil and Priscilla Gitimu, (2012)**¹³ examined that the social media used among college students and how it affected communication with others and college students self-concept. In this study, students completed a questionnaire which assessed personal use of social media, communication skills with friends and family and effected on self-concept. Results indicated that all of the sampled college students were using atleast one form of social networking website. These findings provided implications .
- **Andreas M. Kaplan (2012)** explains in this paper the purpose of this article is to take account of mobile marketing and mobile social media. The researcher defines social media and how it differs from other types of mobile marketing

applications. Further discussed about how firms can make use of mobile social media for marketing research, communication, sales promotions, discounts and relationship development / loyalty programs.

- **Waqas Tariq, et al., (2012)**¹⁴ dealt that the social websites can be good on students but if they have a closer look on the real impact of social networks. The social networking websites were continuously distracting students from their studies. The main focus of student should be education but unfortunately today's student were emphasizing on such sites which can be a complete wastage of time. Social Networks was only an electronic connection between users but unfortunately it has become an addiction for students, teenagers and even adults. This study presented impact of social networks on education, students and impact on life of teenagers, further it described how social networking websites were auditory and dangerous for youth and teenagers.
- **Whitney Sue Thoene, (2012)**¹⁵ examined that the effect of social media, particularly Facebook and Twitter, on the purchasing habits of college students by testing for correlations between recommendations on social media and consumption patterns. Moreover, the research also examined the role of gender and social media usage frequency on consumption patterns. Findings revealed that both Facebook and Twitter were being used to obtain sales information and promotions. Furthermore, gender had an impact on both social networking sites. Additionally, this study found the higher the frequency of social media usage the more likely customers were to shop at the businesses they had befriended.
- **Romana Xerez (2013)** this paper provides a comprehensive overview of evolution and innovation in social network analysis to the paradigm of social networking. This study explains how the development of sociological theory and structural properties of social groups matter to computer science and communications. This perspective has passed from sociology to other fields, changing understandings of social phenomena. This study explains that social networks remain a strong concept for analyzing computer science and communication.

- **Manju Baghmar and Khushbu Agrawal (2014)**, explains in article that the usage of social media is increasing exponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their product and services in a personalized way. This article also explains about past records which shows that social media has contributed significantly in changing the perception of customers in buying process. This paper explains that organizations cannot ignore the growing importance of social networking sites on the buying behavior of customers.
- According to **Sandra Ms. Shabnam S. Mahat, Dr. S. D. Mundhe(2014)**, “The impact of social networking sites(SNS) on the youth” found that Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also are also very useful for discussing social issues. Youth is raising their voice against social acts like violation of Human Rights; corruption etc. on SNS. So we should focus on the useful aspects of these SNS so that it serves our society in a proper manner. SNS is identified to be a boon and also a curse for the Indian society.
- **Kristen Tarantino, et al., (2014)40** reported that the social media, internet-based tools that promoted collaboration and information sharing can be used in academic settings to promote student engagement and facilitate better student learning. Because student engagement represented the time and effort that students invested in collaborative and educational activities, it was often linked with the achievement of positive student learning outcomes, such as critical thinking and individual student development. This discussed the connections between student engagement and student learning, followed by the prevalence of social media use and how it can impact peer interactions, collaboration and knowledge creation. Finally, recommendations for educators on how to incorporate social media in course content were presented.
- **Mohamed Tayseer et al., (2014) 42** in their research observed that the social network sites had spread widely all over the world and were used by various users for several reasons and purposes. Different studies were made on social

networks and their effects; however, very little practical evidence was available regarding the effect of using social networks on college students' academic performance and social engagement. This study addresses the effect of using social networks, eg. Facebook , Instagram, What's App And Twitter on students' engagement in both academic and social aspects.

- **Dhyan Singh (2014)** reviewed and focuses the use of internet among students in India which has been bringing a fundamental change in their life styles and students study habits since social media's inception. The study review also confirms that more than 60% users of internet are students and they access the internet primarily through their cell phones. This study further explains that there is an urgent need and emergency to sensitize both students and parents about the negative effects of internet use and abuse, and suggests to the parents and guardians to pay proper attention about what their children are doing on internet and further suggests that they should encourage children to participate in outdoor activities and motivate them to go out playing and outing than using internet.
- **Anamika Bhargava and Minaxi Rani, (2015)49** observed that in the last few years, Social Network Media had spread widely all over the world and were used by various users for several reasons and purpose. The influence of social websites can be good on students but if it was a closer look on the real impact of social media. Today it was ruining the carrier and future of students. Today 2.5 billion people across the world had their profiles in social networking Media. It has become an addiction for college students, teenagers and adults also.
- **Anurag Sarkar, et al., (2015)50** in this research stated that Social Networks had undergone an intense evolution in recent years. Such networks provided an extremely suitable space to instantly share text or multimedia information between two persons or their neighbours in the social graph. Social networks gave a powerful reflection of the structure and dynamics of the society of the 21st century and the interaction of the Internet generation with both technology and various other people. Indeed, the dramatic growth of social

multimedia and user generated content was revolution all phases of the content value chain including production, processing, distribution and consumption. It also originated and brought to the multimedia sector a new underestimated and now critical aspect of science and technology: social interaction and networking. The social area networks had both merits and demerits.

- **Jamal J. Al-Menayes, et al.,(2015)** aimed to examine social media addiction in a sample of university students. This study investigated the effect of social media usage, engagement, and addiction on academic performance. Results show that the amount of time one spends using social media affects academic performance in a negative way. This indicated that the amount of time spent using social media is positively correlated with all factors of social media addiction meaning the more time one spends using social media, the more likely they will exhibit symptoms of social media addiction.
- **Zahid et al. (2016)**, focused to determine the effect of growing use of social media sites on the academic performance of the students of universities and colleges. Results indicate that the effect of social media can be positive as in this study closely determined the real effect of social media sites. In recent time, it encourages the carrier and future of students'. The social media sites like Facebook, twitter, Google plus and Skype capture the attention of students for study and affecting positively their academic Grade points.
- **Srinivasan.R, Resham Bajaj and Sandeep Bhanot (2016)**⁴⁸ "Impact of Social Media Marketing Strategies used by Micro Small and Medium Enterprises (MSMEs) on Customer acquisition and retention" explored concept of social media marketing and its role in the Micro Small and Medium Enterprise (MSME) sector. It also studied the correlation between the sales obtained by a successful marketer and the time spent on social media marketing. Exploratory research is used to study the social media marketing strategies used by these MSMEs for customer acquisition and retention. It is found that social media participation.

- **Dhanya Pramod and Vijayakumar Bharathi (2016)**⁴⁷ in their study revealed certain convincing insights into the usage of social media in the recruitment process namely pre-recruitment screening, recruitment activities and social media benefits perceived in recruitment and selection. The study resulted in the emergence of eight distinct latent factors such as the social media involvement.
- According to **Shabnoor Siddiqui and Tajinder Singh (2016)**, discuss that the technology is growing and because this social media has become the routine for each and every person, people are seen addicted with these technology every day. The research further discusses that social media has increased the quality and rate of collaboration for students, in the same manner the researcher explains that business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of organization. Here researcher focus on positive points of social media, and further explains that youngsters are in contact with these media daily and discusses about negative points also which may be false information which can make education system.
- **Jha, and Sinha (2016)** asserted that students more probably affected by social media. To some extent, it absolutely affects the lives of college students counting the grades. They added that social media is attractive as it gives college students another world to make friends, also provides a good way to release pressure. It was also noted that an approach is required to balance the relationship between social media and academic study. Consequently, college students should think more about the balancing of social media and academics.
- According to **(Sudha and Kavitha, 2016)** ,Faculty members believed that social media have a negative effect on the students' academic performances compared to positive effects, due to lack of awareness among the students and faculty members about the appropriate usage of social media topics of educational interest. In the meantime, the positive effects of social media on their academic performances appeared to be significantly low.

- **Dr.K.Vidyakala et al. (2017)**, stated that Internet has an effect on nearly every aspect of the world's higher education. The growing popularity of the sites is further influenced by the free access for whomever that desire to interact with friends and lecturers with a view to generating collective knowledge. The usage of Social Networking Sites (SNS) among the people of India is evidently increasing, particularly among the Indian college students. The findings revealed that majority of the respondents visit SNS to message; connect with their old friends rather than academic purpose. Gender of the respondents has a positive relationship with purpose and usage of SNS.
- According to **Dr.M.Rifaya Meera, Mr.K.Ganesha Moorthy, Mrs.C.Anu Priya (2017)**, in the article “A study on impact of social media on student community,” focused mainly on social media sites like face book, what’s app and twitter. The article recommended that the current youth need to be trained well on better usage of the social media so as to minimize wastage of time on chatting and other irrelevant engagements which are not of major importance in their lives.
- According to **Nandisha .H.D, Anand. R(2017)**, “Impact of social networking on young generation”, conducted a study to check the impact of social networking on the education of young generation. Social networking if used in the right direction works wonders in regard with improvement of academic carrer, learning new skills, better living style, adoption of new trends and fashion etc.
- **Kingsley Osei Boahene, et. al., (2019)** in their research made an attempt to determine the relationship of the frequency of students’ use of social media for educational purposes and their academic performance. In order to attain the above objective the data was gathered with the help of a well framed survey technique.

- According to **Uma Rani. Padmalosani, (2019)**, in their article “Impact of Social Media on Youth”, studied the impact of social media towards youth. It was found that youth are wasting their precious time spending hours together on Social media or SNS and are also spoiling their health due to sleepless nights. The article suggested that cultural and religious values must be kept in mind and should not affect anyone. when posting information in social media.
- **Doaa M. Abdel-Salam, et.al., (2019)** said that internet addiction is an increasing problem among university students worldwide. The objectives of the present study were to assess the prevalence of Internet addiction and its associated factors among female students at Jouf University, Saudi Arabia. The Internet provides numerous educational advantages, but too much Internet use can lead to unfavorable outcomes such as social isolation and poor academic achievement.
- **Mariam Hejab Al Shaibani, et.al., (2020)** aimed to determine the prevalence of social networking addiction among Saudi university students and its association with demographic variables. It also aims to assess students’ perceptions of the benefits of social media and explore the relationship between social media usage and students preferred social networking platform.
- **Adem Sumen, et.al., (2021)** said that increased social media addiction in the students in the sample group increased the potential for the emergence of health and sleep problems. He also revealed that social media addiction in high school students was positively correlated with conduct and emotional problems, attention deficit/hyperactivity, peer problems and poor sleep quality, and negatively correlated with pro social behaviors and sleep efficiency.

RESEARCH METHODOLOGY

CHAPTER - III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research in general meant to search for knowledge. Research can also be defined as a Scientific and systematic for valid information on a specific topic. Research also referred to art of scientific investigation. Research Methodology is a way to systematically solve the research problems. It may be understand as a science of studying how research is done scientifically. The research methodology in the present study involves social media among students from Tiruppur district in Udumalpet town as the target audience for conducting research.

3.2 AREA OF THE STUDY

The study is conducted in Udumalpet town in Tiruppur district. Udumalpet is also called as Udumalaipettai. Udumalpet is a major part in Tiruppur distirct in the Indian state of Tamil nadu. The location has many dams like Thirumurthi dams , Amaravathi dams , Aliyar dams and surrounded by Western Ghats. The study on impact of social media among the students resaech is surrounded in nearby areas in towns and villages.

3.3 SAMPLE SELECTION

The present study is concerned with a impact of social media among the students. A non-probability sampling procedure namely convenience sampling method was used to select sample respondents for the study. The study was conducted among 80 sample respondents in Udumalpet town in Tiruppur distirct. 80 respondents were responded for the study.

3.4 PERIOD OF THE STUDY

The research is carried out for six months from the months of December 2022 to May 2023

3.5 SAMPLING SIZE

The sample size is restricted to 80 respondents.

3.6 COLLECTION OF DATA

The study is based on the primary data collection from the respondents of Udumalpet town in Tiruppur district.

3.6.1 PRIMARY DATA

The primary data was collected through will structured interview schedule.

3.6.2 SECONDARY DATA

The secondary data has been collected from the various books, journals, research articles, newspapers and internet website.

3.7 TOOLS AND TECHNIQUES FOR DATA ANALYSIS:

Data analysis is the process of systematically applying statistical and logical techniques to describe, illustrate and evaluate data. In this study the following statistical applications were used.

- ❖ Percentage Analysis
- ❖ Chi-square Analysis
- ❖ T-Test
- ❖ ANOVA

3.7.1 Percentage analysis

Percentage analysis refers to the special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series. The formula for percentage analysis are;

Percentage Analysis = Actual number of respondents / Total number of respondents x 100

3.7.2 Chi-Square Analysis

The Chi-Square is analyzed and used to find out the significant relationship between respondents occupation and frequency of using social media. The Chi-Square test is a non-parametric test where the data is not assumed to the goodness of fit, the significance of population variance, and the homogeneity or difference in population variance. The Chi- Square value was obtained using the formula:

$$\text{Chi-Square test (} \chi^2) = \chi^2 = \sum (O_i - E_i)^2 / E_i,$$

Where O_i is the observed value and E_i is the expected value.

3.7.3 T- Test

A T-test is the final statistical measure for determining differences between two means that may or may not be related. The testing uses randomly selected samples from the two categories or groups. It is a statistical method in which samples are chosen randomly, and there is no perfect normal distribution. The type of T-test to be conducted is decided by whether the samples to be analyzed are from the same category or distinct categories. The inference obtained in the process indicates the probability of the mean differences to have happened by chance. The test is useful when comparing population age, length of crops from two different species, student grades, etc. The measurement scale used for such hypothesis testing follows a set of continuous or ordinal patterns. The accounted parameters and variants influencing the samples and surrounding the groups are based on the standard consideration. The tests are completely based on random sampling. As no individuality is maintained in the samples, the reliability is often questioned.

3.7.4 ANOVA

ANOVA stands for analysis-of-variance, a statistical model meant to analyze data. The basic principle of ANOVA is to test the differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between the samples. Through ANOVA technique, one can investigate any number of factors which are hypothesized or said to influence the dependent variable.

**ANALYSIS AND
INTERPRETATION**

CHAPTER - IV

ANALYSIS AND INTERPRETATION

INTRODUCTION

This chapter deals with the result and discussions of the impact of social media among the students in udumalpet town. The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The following are the statistical tools and techniques were used for analysis of the data collected.

- Percentage Analysis
- Chi - square analysis
- T- Test
- ANOVA

PERCENTAGE ANALYSIS

Percentage Analysis Number of Respondents distribution shows the number of frequencies in various class which help some preliminary ideas with respect to the objectives understudy. Therefore, as a first step, the number of respondent distribution for various variables under the study is constructed, to interpret the results comprehensively as percentage values.

Tables: 4:1

Gender

Gender	No of Respondent's	Percentage (%)
Male	29	37%
Female	51	63%
Total	80	100%

(Source: Primary data)

Interpretation

From the above table it is inferred 37% of the respondents are under the group of Male respondents, 63% of the respondents are under the group of Female respondents out of 80 respondents. From the above table it is inferred that (63%) majority of sample respondents are 'Female'.

CHART: 4:1

Gender

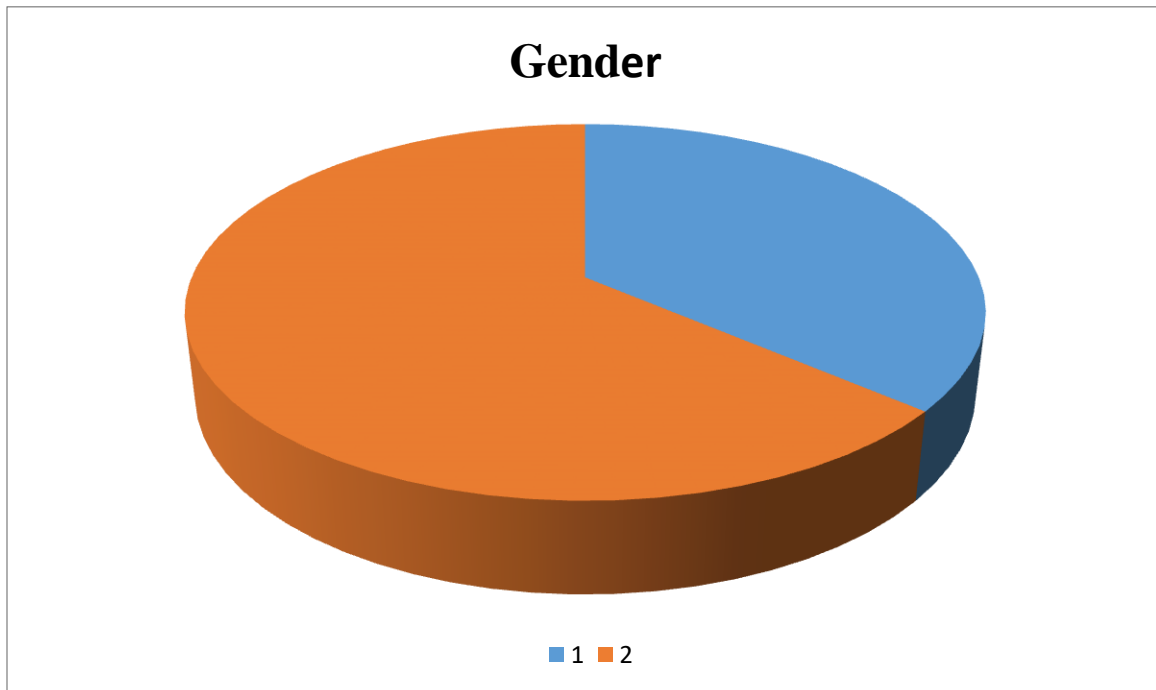


Table: 4:2

Age

Age	No of Respondents	Percentage
15- 25 years	11	14%
25- 30 years	30	38%
30-45 years	27	33%
Above 45 years	12	15%
Total	80	100%

(Source: Primary data)

Interpretation

From the above tables it is inferred that 14% of the respondents are under the age group of 15-25 years, 38% of the respondents are under the age group of 25-30 years, 33% of the respondents are under the age group of 30-45 years, 15% of the respondents are under the age group of Above 45 years. From the above table it is inferred that (38%) Majority of sample respondents are '25-30 years' of age group.

Chart: 4:2

Age

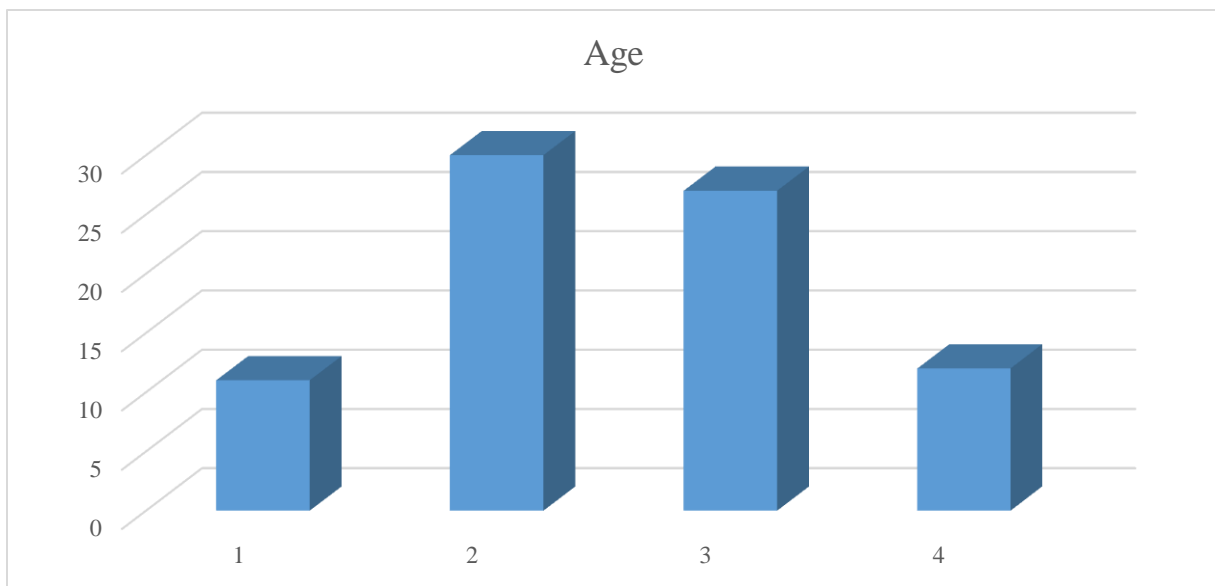


Table: 4:3

Marital Status

Marital Status	No of respondents	Percentage %
Married	23	29%
Unmarried	57	71%
	80	100%

(Source: Primary data)

Interpretation

From the above table it is inferred that 29% of the respondents are under the group of married respondents, 71% of the respondents are under the group of Unmarried respondents. From the above table it is inferred that (71%) Majority of sample respondents are 'unmarried group'.

Chart: 4:3

Marital Status

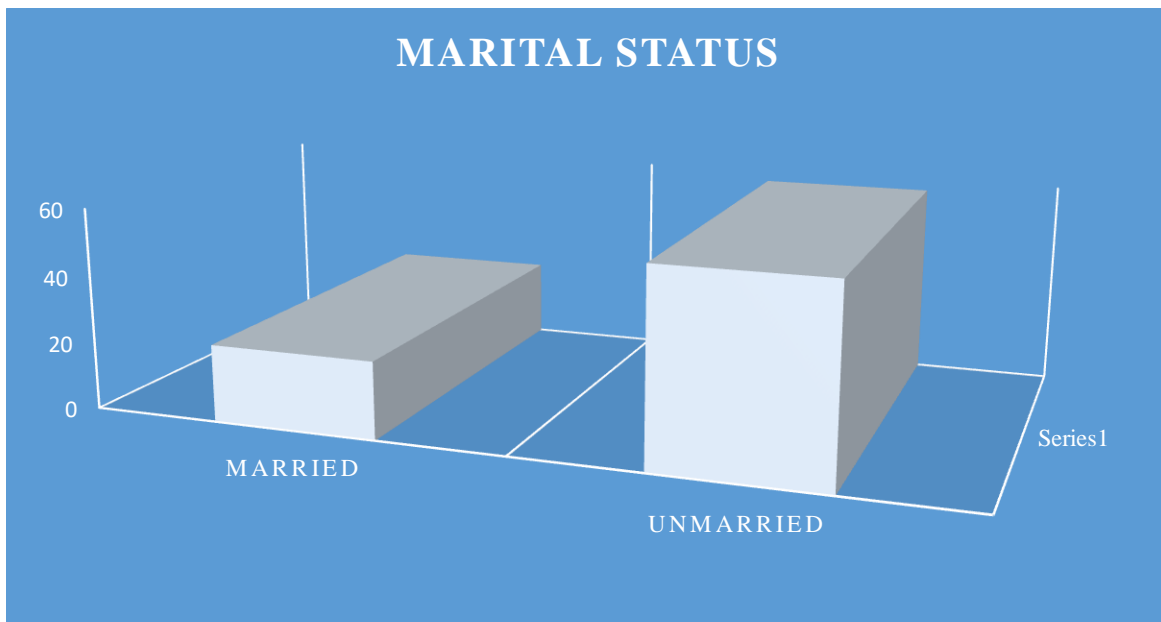


Table: 4:4

Type of family

Type of family	No of respondents	Percentage
Nuclear	51	64%
Joint Family	29	36%
Total	80	100%

(Source: Primary data)

Interpretation

From the above table it is inferred that 64% of the respondents are under the family of Nuclear, 36% of the respondents are under Joint family. From the above table it is inferred that (64%) Majority of sample respondents are 'Nuclear family'.

Chart: 4:4

Type of family

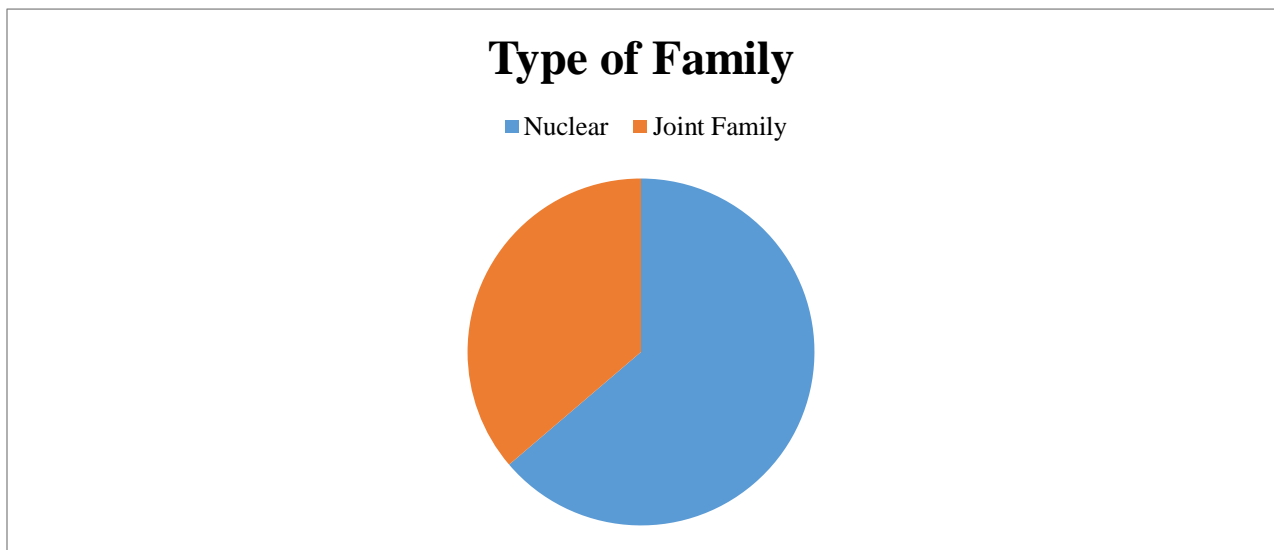


Table: 4:5

Number of members in the family

Number of members in the family	No of respondents	Percentage
3 members	48	60%
3-6 members	24	30%
6-9 members	8	10%
More than 9	0	0
Total	80	100%

(Source: Primary data)

Interpretation

From the above table it is inferred that 60% of the respondents are under the members of the family group upto 3 members, 30% of the respondents are from the group of 3-6 members, 10% of the respondents are under the group of 6-9 members. From the above table it is inferred that (60%) Majority of sample respondents are 'Upto 3members'.

Chart: 4:5

Number of members in the family

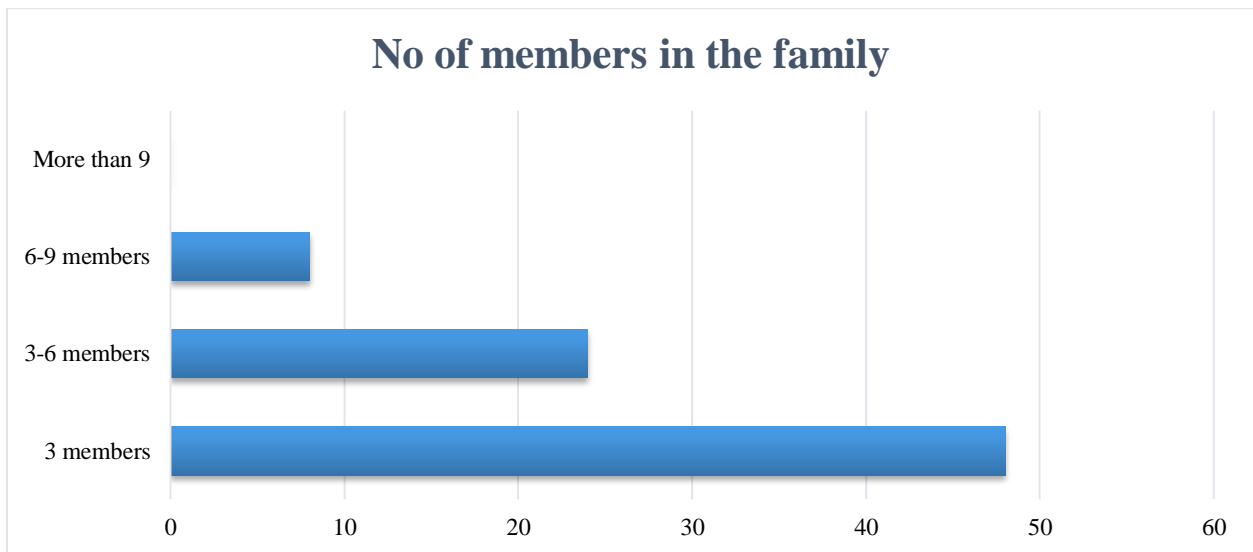


Table: 4:6

Educational Qualification

Educational Qualification	No of respondents	Percentage
Schools	6	7%
Graduate	18	23%
Professional Degree	56	70%
Others	0	0
Total	80	100%

(Source: Primary data)

Interpretation:

From the above table it is inferred that 7% of the respondents are School students, 23% of the respondents are Graduates, 70% of the respondents re Professionals. From the above table it is inferred that (70) Majority of sample respondents are 'Professionals'.

Chart 4:6:

Educational qualification

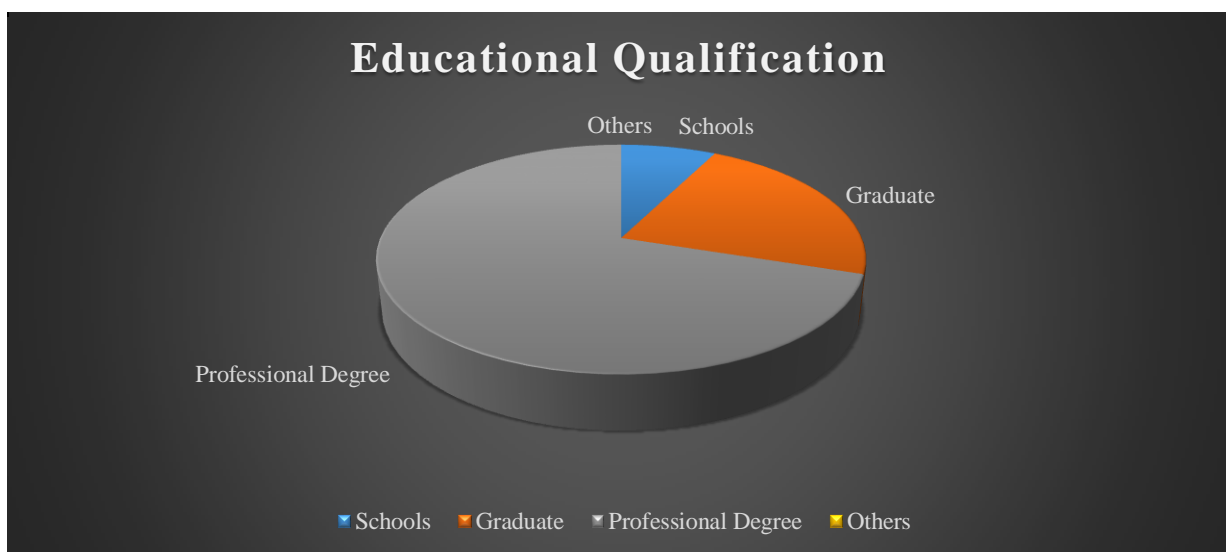


Table: 4:7

Social media also an earning source

Social media	No of respondents	Percentage
Yes	50	63%
No	30	37%
Total	80	100%

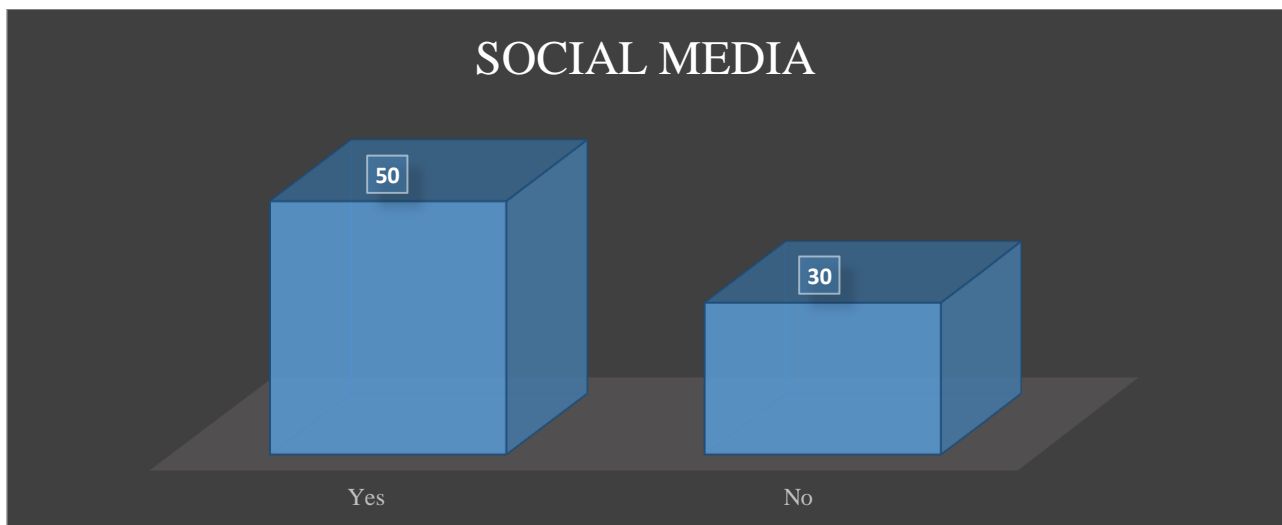
(Source: Primary data)

Interpretation:

From the above table it is inferred that 63% of the respondents are saying Yes because they are accept that the social media also an earning source, 37% of the respondents are saying No. From the above table it is inferred that (63%) Majority of sample respondents are saying 'Yes'.

Chart: 4:7

Social Media



CHI- SQUARE ANALYSIS

The Chi-Square is analyzed and used to find out the significant relationship between respondents occupation and frequency of using social media. The Chi-Square test is a non-parametric test where the data is not assumed to the goodness of fit, the significance of population variance, and the homogeneity or difference in population variance.

Hypothesis: 1

Ho: There is no relationship between Gender and Access device used by the students.

H1: There is a relationship between Gender and access device used by the students.

Table: 4.8

Gender and Access device used by the students

Gender		Access Device		Total
		Smart Phone	Laptop	
Male	Count	20	9	29
	Expected Count	25.0	4.0	29.0
Female	Count	49	2	51
	Expected Count	44.0	7.0	51.0
Total	Count	69	11	80
	Expected Count	69.0	11.0	80.0

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	11.460 ^a	1	0.001		
Continuity Correction ^b	9.287	1	0.002		
Likelihood Ratio	11.265	1	0.001		
Fisher's Exact Test				0.001	0.001
Linear-by-Linear Association	11.316	1	0.001		
N of Valid Cases	80				

Interpretation

In the above table 4.8, Since the significant value is 0.001 which is less than 0.05, the null hypothesis accepted and the alternative hypothesis is rejected is at level of significance. Hence there is no relationship between Gender and access device by the students.

Hypothesis: 2

Ho: There is no relationship between Gender and Internet pack used by the students.

H1: There is a relationship between Gender and Internet pack used by the students.

Table: 4.9

Gender and Internet pack used by the student

		Internet Pack				Total
		Below Rs.200	Rs.200- Rs.400	Rs.400- Rs.600	Above Rs.600	
Male	Count	8	7	10	4	29
	Expected Count	2.9	8.0	9.4	8.7	29.0
Female	Count	0	15	16	20	51
	Expected Count	5.1	14.0	16.6	15.3	51.0

Total	Count	8	22	26	24	80
	Expected Count	8.0	22.0	26.0	24.0	80.0

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.294 ^a	3	0.000
Likelihood Ratio	20.980	3	0.000
Linear-by-Linear Association	10.967	1	0.001
N of Valid Cases	80		

Interpretation

In the above table 4.9, Since the significant value is 0.000 which is less than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected at level of significance. Hence there is no relationship between Gender and internet pack by the students.

Hypothesis: 3

Ho: There is no relationship between Gender and used by the students.

H1: There is a relationship between Gender and Social media preferred used by the students.

Table 4.10

Gender and Social media preferred used by the students.

			Social media Preferred			Total
			Facebook	What's app	Instagram	
Gender Male	Count	0	15	14	29	
	Expected Count	2.5	16.7	9.8	29.0	
Female	Count	7	31	13	51	
	Expected Count	4.5	29.3	17.2	51.0	
Total	Count	7	46	27	80	
	Expected Count	7.0	46.0	27.0	80.0	

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.088 ^a	2	0.029
Likelihood Ratio	9.296	2	0.010
Linear-by-Linear Association	6.714	1	0.010
N of Valid Cases	80		

Interpretation

In the above table 4.10, Since the significant value is 0.029 which is less than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected at level of significance. Hence there is no relationship between Gender and social media preferred by the students.

Hypothesis: 4

Ho: There is no relationship between Gender and positive impact on social media used by the students.

H1: There is a relationship between Gender and positive impact on social media used by the students.

Table 4.11

Gender and positive impact on social media used by the students

Gender		Positive Impact				Highly dissatisfied	Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied		
Male	Count	0	11	8	0	10	29
	Expected Count	7.6	10.5	3.3	4.0	3.6	29.0
Female	Count	21	18	1	11	0	5.1
	Expected Count	13.4	18.5	5.7	7.0	6.4	51.0
Total	Count	21	29	9	11	10	80
	Expected Count	21.0	29.0	9.0	11.0	10.0	80.0

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.609 ^a	4	0.000
Likelihood Ratio	60.000	4	0.000
Linear-by-Linear Association	16.388	1	0.000
N of Valid Cases	80		

Interpretation

In the above table 4.11, Since the significant value is 0.000 which is less than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected at level of significance. Hence there is no relationship between Gender and positive impact on social media by the students.

T-Test

A T-test is the final statistical measure for determining differences between two means that may or may not be related. The testing uses randomly selected samples from the two categories or groups. It is a statistical method in which samples are chosen randomly, and there is no perfect normal distribution.

Hypothesis: 5

Ho: There is no relationship between Gender and problems faced in social media by the students.

H1: There is a relationship between Gender and problems faced in social media by the students.

Table: 4.12

Gender and problems faced in social media by the students.

		N	Mean	Std. Deviation	Std. Error Mean
Agree_ Poor Internet	Male	29	2.90	1.655	0.307
	Female	51	2.67	1.381	0.193
Agree_ Device Lacking	Male	29	2.21	1.236	0.229
	Female	51	2.96	1.414	0.198
Agree_ Stress Depression	Male	29	2.93	1.668	0.310
	Female	51	2.61	1.133	0.159
Agree_ Time Wastage	Male	29	2.21	1.236	0.229
	Female	51	2.96	1.414	0.198
Agree_ Internet Package	Male	29	2.69	1.072	0.199

	Female	51	2.45	1.301	0.182
Agree_ Bad Publicity	Male	29	2.93	1.668	0.310
	Female	51	2.61	1.133	0.159
Agree_ Health Issues	Male	29	2.21	1.236	0.229
	Female	51	2.96	1.414	0.198
Agree_ Reduce	Male	29	2.93	1.668	0.310
Skills Knowledge	Female	51	2.61	1.133	0.159
Agree_ Unknown	Male	29	2.21	1.236	0.229
Communication	Female	51	2.96	1.414	0.198
Agree_ Participation	Male	29	2.69	1.072	0.199
Lacking	Female	51	2.45	1.301	0.182

Independent Samples Test

Independent samples test table consists of two rows, namely Equal variance assumed and Equal variance not assumed. If Levene's test for equality of variance indicates that the variance are equal across the two groups i.e., p-value calculated seems to be large, you will rely on the first row of output which is equal variances assumed when you look at the results for actual independent samples T-test under T-test for equality of means. If Levene's test indicates that the variances are not equal across the two groups i.e., p-value calculated seems to be small, you will need to rely on the second row of output which is equal variances not assumed when you look at the results of the independent samples test.

Table 4.12.1

Gender and problems faced in social media by students

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	T	Df
Agree_ Poor Internet	Equal variances assumed	2.941	0.090	0666	78
	Equal variances not assumed			0.633	50.154
Agree_ Device Lacking	Equal variances assumed	2.759	0.101	-2.397	78

	Equal variances not assumed			- 2.488	65.015
Agree_ Stress Depressio n	Equal variances assumed Equal variances not assumed	16.098	0.000	1.030 0.929	78 42.965
Agree_ Time Wastage	Equal variances assumed Equal variances not assumed	2.759	0.101	- 2.397 - 2.488	78 65.015
Agree_ Internet Package	Equal variances assumed Equal variances not assumed	1.296	0.258	0.839 0.884	78 67.856
Agree_ Bad Publicity	Equal variances assumed Equal variances not assumed	16.098	0.000	1.030 0.929	78 42.965

Agree_	Equal				
Health	variances	2.759	0.101	-	78
Issues	assumed			2.397	
	Equal				
	variances			-	65.015
	not assumed			2.488	
Agree_	Equal				
Reduce	variances	16.098	0.000	1.030	78
Skills	assumed				
Knowledg	Equal				
e	variances			0.929	42.965
	not assumed				
Agree_	Equal				
Unknown	variances	2.759	0.101	-	78
Communicat	assumed			2.397	
i-on	Equal				
	variances			-	65.015
	not			2.488	
	assumed				
Agree_	Equal				
Participati	variances	1.296	0.258	0.839	78
-	on assumed				
Lacking	Equal				
	variances			0.884	67.856
	not assumed				

Interpretation

The level of significance or the p-value is chosen to be 0.05. From the above table 4.12 and 4.12.1, the p-value of the test for the first factor is printed as “0.000 this should be read as $P < 0.0001$, which denotes that p is very small resulting in rejection of null hypothesis of the test which says there is no significance difference between the responses given by Gender and problems faced in social media by students and thereby accepting alternative hypothesis of Levene’s test that the variance in responses of Gender is significantly different than that of responses of problems when it comes to answering the question. It consider yourself as a problem faced in social media.

In the above cases, we can reject the alternative hypothesis, which denote that there is relationship between responses of gender and problem faced in social media by students and it can be concluded that there is no significant difference in the responses by the gender when compared with the students faced in social media by accepting null hypothesis.

ANOVA

An ANOVA test is a way to find out if survey or experiment results are significant. In other words, it helps to figure out with significant value to reject the null hypothesis or accept the alternate hypothesis. Basically, it is testing groups to see if there is a difference between them.

ONEWAY ANOVA

Hypothesis: 6

Ho: There is no significant relationship between impact factors.

H1: There is significant relationship between impact factors.

Table: 4.13

Significant relationship between impact factors

		Sum of Squares	Df	Mean Square	F	Sig.
Use Level_Facebook	Between Groups	10.507	1	10.507	5.744	0.019
	Within Groups	142.680	78	1.829		
	Total	153.188	79			
Use Level_Twitter	Between Groups	1.931	1	1.931	1.061	0.306
	Within Groups	142.019	78	1.821		

	Total	143.950	79			
Use Level_Instagram	Between Groups	1.053	1	1.053	0.703	0.404
	Within Groups	116.834	78	1.498		
	Total	117.887	79			
Use Level_Whatsapp	Between Groups	10.507	1	10.507	5.744	0.019
	Within Groups	142.680	78	1.829		
	Total	153.188	79			
Use Level_Youtube	Between Groups	0.977	1	.977	0.443	0.508
	Within Groups	172.023	78	2.205		
	Total	173.000	79			
Use Level_Snapchat	Between Groups	10.507	1	10.507	5.744	0.019
	Within Groups	142.680	78	1.829		
	Total	153.188	79			
Use Level_	Between Groups	1.931	1	1.931	1.061	0.306

Linkedin	Within	142.019	78	1.821		
	Groups					
	Total	143.950	79			
Use Level_ Swayam	Between	10.507	1	10.507	5.744	0.019
	Groups					
	Within	142.680	78	1.829		
	Groups					
	Total	153.188	79			
Use Level_ Telegram	Between	1.053	1	1.053	0.703	0.404
	Groups					
	Within	116.834	78	1.498		
	Groups					
	Total	117.887	79			
Use Level_ Gmail	Between	10.507	1	10.507	5.744	0.019
	Groups					
	Within	142.680	78	1.829		
	Groups					
	Total	153.188	79			

Interpretation

From the above table 4.13, it is clearly shown that the significant value of 1.00 and 0.306 is more than 0.05 so the null hypothesis is accepted, and the alternative hypothesis is rejected at a level of significance. Hence there is no significant relationship between impact factors.

**FINDINGS, SUGGESTIONS
AND CONCLUSION**

CHAPTER -V

FINDINGS, SUGGESTIONS AND CONCLUSION

Social media plays an imperative role in people's lives. Social media also witnessed a remarkable and rapid advancement in technology in the world in general and India in particular because of the large number of individuals who wake-up every morning to check with their social accounts instead of reading the newspaper. Social media however altered the reality defined by the world significantly in which an individual's view in reality in the light of social media, handles relationships with people near and far, known and unknown.

This unprecedented change is attributed to the revolution of the Internet and social media and almost everything has overnight become so easy and so instant. To enable instant communication, anything can be done through a globally wired network facilitating thereby people to become more interconnected and interdependent. Thus this social media revolution has brought people together regardless of their geographical boundaries. An individual interacts with her/his social media friends to maintain a cordial relationship amongst different groups of peoples.

The relationship may be based on emotions like love and liking, regular interactions, or some other type of social commitments. Social relationships take place in a variety of contexts, such as family, friends, marriage acquaintances, work spot and even while also social media is primarily internet or cellular phone based applications and tools to share information among people. Social media tools have revolutionized communication methods, both privately and increasingly, at work. Communication through social media involves the use of an online platform or website (a social networking site) that enables people to communicate, usually for a social purpose, through a variety of services.

5.3 FINDINGS

- From the above table it is inferred that (63%) majority of sample respondents are Female.
- From the above table it is inferred that (38%) Majority of sample respondents are 25-30 years of age group.

- From the above table it is inferred that (71%) Majority of sample respondents are unmarried group.
- From the above table it is inferred that (64%) Majority of sample respondents are Nuclear family.
- From the above table it is inferred that (60%) Majority of sample respondents are Upto 3members.
- From the above table it is inferred that (70) Majority of sample respondents are Professionals.
- From the above table it is inferred that (63%) Majority of sample respondents are saying Yes.
- The above T-Test indicates that the variables are relevant to the independent variables.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- From the above table describe that the alternative hypothesis is rejected, the Null hypothesis is accepted.
- ✓ When a student enters into a College or School life (especially the Covid period) after that every students know to use social media, he or she gets an open area in his or her mind and task, open thinking opportunity, open decision making, use a wide range of social media, using various apps to learn and so on a social networking and skill building app or site was get addict of the students. Also is a social networking platform that allows its users to create profiles and search for any relevant information free of cost. With this platform, individuals

are opportune to search for any employment as per their desire and qualification.

- ✓ There has recently been a massive evolution in social media, in the way people communicate or socialize. According to the findings of the study, the majority of students access the internet via their mobile phones. Most students use social media on a daily basis and spend an hour or more per day on it. A large number of students used social media to communicate. According to our findings regarding student social media practices, Facebook is the most popular social media platform among students, followed by WhatsApp and Instagram.
- ✓ LinkedIn is not quite popular among them which shows the majority of the students are not aware of professional networking via social media.

5.4 SUGGESTIONS

- The study also concluded that in most cases social media has no significant negative impact on the lives of students.
- If the students' lives are not negatively impacted, this will lead to a healthy life, which may enhance and influence the learning process, occur, and meaning will be constructed.
- The study also suggested that students be encouraged to continue using social media to exchange social issues among themselves and to form social groups to collaborate on specific issues.
- Social media should be used in such a way that it never interferes with students' education or social lives. Only 32% of the respondents run a business or other income generating activities using Social Media.
- If more and more students start doing businesses, they can make a productive use of their social media usage time and can certainly develop some practical business skills that will ultimately accelerate their learning and growth. But academic performance should be prioritized so that they don't lack behind in life.

5.5 CONCLUSION

Social media reduces the communication skills of students addicted to social media, a recent research concluded. The more time students stay glued to their mobile phones on social media, the less time they spend meeting people in person and socializing with them. Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately.

There are more advantages for using social media, however, there is always advantages and disadvantages for a thing. As social media is too convenient for people, almost most of them don't even have to 'speak out' to communicate with people.

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ANNEXURE

ANNEXURE

A STUDY ON IMPACT OF SOCIAL MEDIA AMONG THE STUDENTS (WITH SPECIAL REFERENCE TO UDUMALPET TOWN IN TIRUPPUR DISTRICT)

I. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

1. Gender
 - a) Male
 - b) Female
 - c) Transgender

2. Age
 - a) Below 15 - 25years
 - b) 25years - 30 years
 - c) 30years – 45years
 - d) Above 45years

3. Marital status
 - a) Married
 - b) Unmarried

4. Type of the family
 - a) Nuclear family
 - b) Joint family

5. Number of members in the family
 - a) 3 members
 - b) 3-6 members
 - c) 6-9 members
 - d) More than 9 members

6. Educational Qualification
 - a) Schools
 - b) Graduate
 - c) Professional Degree
 - d) Others

II FACTORS INFLUENCING THE SOCIAL MEDIA FROM THE STUDENTS

7. Is social media also an earning source?
 - a) Yes
 - b) No

8. Through which electronic device you access social media platform?
 - a) Smart Phone
 - b) Laptop
 - c) Others

9. Amount spent for internet pack per package?
 - a) Below Rs.200
 - b) Rs.200- Rs.400
 - c) Rs.400- Rs.600
 - d) Above Rs.600

10. Specify the most preferred social media platform?
 - a) Facebook
 - b) What's app
 - c) Instagram
 - d) Twitter
 - e) Others

11. Are you interested in uploading photos on social media platform?
- a) Daily
 - b) Weekly
 - c) Monthly
 - d) Special days
 - e) Others
12. Are you satisfied that social media can addict the mind of the students?
- a) Yes, very effectively
 - b) Moderate
 - c) Yes, but not efficiency
 - d) Never
13. For what purpose do you use social media?
- a) Learning
 - b) Business
 - c) Entertainment
 - d) Others
14. Social media can develop the communication, skills and knowledge?
- a) Agree
 - b) Strongly agree
 - c) Neutral
 - d) Disagree
 - e) Strongly disagree

III. USAGE AND IMPACT OF SOCIAL MEDIA PLATFORM AMONG THE STUDENTS

15. Whether social media have positive and negative impact on students?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

16. Social media is personally experienced the students emotions?

- a) Physically
- b) Emotionally
- c) Mentally
- d) Socially
- e) Others

17. Rank the reasons for the usage of social media platform?

(Strongly agree -5, Agree- 4, Neutral- 3, Disagree- 2, Strongly Disagree- 1)

REASONS:	Strongly Agree	Agree	Neutral	disagree	Strongly disagree
1.Connecting each other					
2.Playing Games					
3.Vlogging					
4.Watching movies					
5.Uploading Post					
6.For purchasing					
7.To gain knowledge					

18. How often do you use the following social media platform?

(Always -5, Often- 4, Sometimes- 3, Rarely- 2, Never- 1)

Social media platform	Always	Often	Sometimes	Rarely	Never
1.Facebook					
2.Twitter					
3.Instagram					
4.What's app					
5.Youtube					
6.Snapchat					
7. LinkedIn					
8.Swayam					
9.Telegram					
10.G-Mail					

IV PROMBLEMS FACED BY THE STUDENTS IN SOCIAL MEDIA

19. Rank the problems faced by the students in social media?

(Strongly agree -5, Agree- 4, Neutral- 3, Disagree- 2, Strongly Disagree- 1)

REASONS	Strongly Agree	Agree	Neutral	disagree	Strongly disagree
1. Poor internet connection					
2. Lack of electronic device					
3. Stress and depression					
4. Time wastage					
5. No internet package					
6. Bad publicity					
7. Health issues					
8. Reduce skills & knowledge					
9. Unknown communication					
10. Lack of participation					

20. Suggestions -----