

## SPECIMEN FORMAT FOR THESES OF MONTH

**Faculty** : Dr. R. Jansi Rani, Assistant Professor (SG),  
Department of Home Science Extension Education

**Department** : Home Science Extension Education

**Branch/ Area:** : Home Science Extension Education

**Sub Subject Heading:** : NA

**Candidate's Name** : Sinjitha.V

**Candidate's Address with email** : ARS Mini Auditorium, Flat No 3, Tholicode,  
Nedumanagadu, Trivandrum, 695541  
sinjithasinjusingh@gmail.com

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the Youth

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**Name of Supervisor** : Dr. R. Jansi Rani

**Designation of Supervisor** : Assistant Professor (SG)

**Centre/department/school in which research was conducted** : Department of Home Science Extension Education,  
Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore, Tamil  
Nadu, 641043.

**University's Name & Address** : Avinashilingam Institute for Home Science and  
Higher Education for Women, Coimbatore, Tamil  
Nadu, 641043.

## **Abstract within 300 words:**

Social networking sites have gained prominence as powerful digital platforms that have crucial influence on the social, emotional and scholastic development of youth. Social networking platforms have become necessary tools for communication, education and career development. This present study aims to explore the knowledge, attitude and usage patterns of social networking among youth from rural and urban settings, in Thiruvananthapuram district, Kerala. The research incorporates a mixed method design that incorporates quantitative and qualitative approaches based on interview, case studies and awareness programmes. To assess the effectiveness of awareness initiatives, pre test and post test assessments were conducted to measure changes identified in respondents understanding. Among the 600 sample, from student youth and employed youth, 150 samples were fragmented from the rural student youth and 150 samples from rural employed youth. Similarly, 150 samples were selected among urban student youth and 150 from urban employed youth. Among rural student youth, 89 percent demonstrate adequate knowledge of Facebook, 76 percent were capable of profile creation and 88 percent used these platforms primarily for communication. Furthermore, 84 percent recognized social networking as a source of knowledge development and 64 percent employed it for educational purposes. The study also revealed that 87 percent of rural youth reported improvement in language proficiency, 73 percent in personal calibre and 83 percent in photography and creative skills. Meanwhile, 81 percent refrained from chatting with strangers. Among urban youth, a higher proportion 61 percent spend time on online games, whereas 79 percent of employed youth believed that social networking has enhanced their employment opportunities. The analysis highlights a vital association between the location of youth and their levels of social networking knowledge, emotional and behavioural responses and overall attitudes. The findings affirmed that potential of social networking sites to promote youth empowerment and socio economic development. The study concluded that structured education and awareness programmes can guide youth toward responsible, productive and balanced use of social networking. Furthermore, the increasing internet accessibility in rural regions is helping bridge the digital divide, facilitating equal participation in the nation's development process. The study faced challenges due to COVID-19-related restrictions, which constrained fieldwork, participant interaction, and the inclusion of respondents beyond one district and age group.

**Key words:** Youth, Social Networking, Rural Students, Rural Employed, Urban Students, Urban Employed

**i) Major objectives :**

Primary Objectives of the Study

To understand and explore social networking among the selected youth

Secondary Objectives of the Study

To know the socio demographic profile 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 the impact of social networking on youth

To educate the focus group and to create awareness through a short movie

To find out the personal experience in social networking usage and problems through case studies

**ii) Hypothesis:**

H<sub>0</sub> = There is no significant association between location of the youth and social networking knowledge

H<sub>a</sub> = There is significant association between location of the youth and social networking knowledge

H<sub>0</sub> = There is no significant association between location of the youth and attitudes towards social networking (Emotional, Behavioural, Positive, and Negative)

H<sub>a</sub> = There is a significant association between location of the youth and attitudes towards social networking (Emotional, Behavioural, Positive, and Negative)

H<sub>0</sub> = There is no significant association between the location of the youth and social networking usage

H<sub>a</sub> = There is a significant association between the location of the youth and social networking usage

**iii) Methodology :**

The present study adopted a multistage sampling method. In the first stage, the purposive sampling method was used to select Thiruvananthapuram District from among the fourteen districts of Kerala. Within this district, for rural areas, Nedumangad taluk and Trivandrum Corporation were selected for the study. From Nedumangad taluk, villages such as Tholicode, Vithura, and Vellanad were selected, and from the urban area, Vellayambalam, Thampanoor, and Vattiyoorkavu were chosen. For this study, youth 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, 300 from rural youth and 300 from urban youth, using the Random Sampling Method. Among the rural youth, 150 samples were

from student youth and 150 samples were from employed youth. Similarly, among the urban youth, 150 samples were students and 150 employed youth. The study used a combination of purposive and random sampling methods to select the area and samples, aiming to determine the differences between rural and urban youth in social networking knowledge, attitude, and usage.

Primary data were 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, Newspapers, and Reports of the Government.

To conduct the data collection, suitable educational institutes were identified in rural and urban areas, and necessary permissions were obtained from authorities. Informed consent was obtained from participating student youth and employed youth, ensuring that they understood the study's 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's purpose.

A focus group was identified from the narratives of interviewees, allowing for a more in-depth exploration of specific themes or issues that emerged during the interviews. To raise awareness about the topic, a short movie was created, which served as an educational tool to inform or influence participants' understanding or attitudes. Powerpoint presentations were used to convey key information to participants, and pre test and post test assessments were conducted to evaluate the impact of these presentations on their knowledge or attitudes. Additionally, case studies were conducted with 10 respondents through face-to-face interviews using a prepared interview schedule, enabling an in-depth examination of individual experiences, perspectives, or behaviors related to the study's topic. Although case studies typically involve open ended questions, here close ended questions were also used to gather specific information.

The data collected were analyzed using a case study approach, involving a detailed examination of individual studies. The collected data were coded, tabulated, and statistically analyzed using descriptive and analytical statistical methods in SPSS software. The analyzed data provided the necessary insights for drawing inferences and conclusions. Statistical tools such as percentage analysis, graphical representations, Cramér's V correlation, and chi-square tests were employed to analyse the collected data using SPSS statistical package.

#### **iv) Findings:**

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 were in the age group of 25 to 34 years.

- Gender: Among the rural student youth, majority 67 percent were female and 65 percent of urban student youth were male.

- Education: Regarding the educational qualification of the youth, 57 percent of the rural student youth have qualified in higher secondary education but urban student youth showed the Diploma as the qualification possessed by 37 percent.

- Marital Status: 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 were married.

- 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 were belonging to nuclear family system.

- Annual Family Income: The highest 85 percent of the rural student youth have the annual income of below Rs.1,00,000. With regard to the annual income of employed youth, majority 95 percent of the rural employed youth belong to the category of below Rs.1,00,000.

- Status of Residency: Majority 93 percent of the rural student youth's parents and 84 percent of the urban student youth's parents stay with their wards. Similarly, 54 percent of spouse married rural employed youth and urban employed youth stay with them. These demographics suggest that social networking is an integral part of the daily lives of student and employed youth in Trivandrum, Kerala, with females and graduates being more active users.

The study also highlights the importance of communication through social networking, especially

among married employed youth who use it to maintain relationships and bridge geographical gaps.

#### **Social Networking Knowledge Among Youth**

- Rural and urban youth are more knowledgeable on social networking. Among the students, particularly, rural student youth show higher knowledge in 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 on 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, 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 are knowledgeable in new video upload.

- A majority 80 percent of rural student youth and 79 percent of urban student youth expressed that they opened social networking page by themselves for social networking operations. As far as employed youth is concerned 66 percent of rural employed youth and 63 percent of urban employed youth were also expressing that they themselves assisted in opening social networking page.

- Among the selected youth 47 percent of rural student youth and 72 percent of urban student youth update status depending upon situation. Among employed youth category, 45 percent of rural employed youth and 41 percent of urban employed youth update status based on situation.

- In connection to youth knowledge on social networking intension, a majority 88 percent of rural student youth and 81 percent of urban student youth prioritize communication as the primary intension. Most 61 percent of employed youth possess knowledge of using social networking for communication purposes.

- Majority 84 percent of rural student youth and 56 percent of urban student youth aware that knowledge development is 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 show interest in the use of social networking for educational purposes.

- The social networking knowledge of the youth and location of the youth have significant association, based on testing of hypothesis through Cramer's V correlation analysis. It is proved that there is 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 the relationship. Sixty percent of the urban student youth agreed that social networking content creation is used to express attitude without fear. Similar to rural student youth, 60 percent of rural employed youth expressed that social networking helps to maintain relationships.

- Social networking is mostly 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 not an interested area due to busy work schedules or a preference to save time.

- Among selected student youth, 64 percent of rural student youth strongly agreed a positive attitude towards social networking provides knowledge and opportunities. Among employed youth 80 percent of the rural employed positively agreed that social networking is used to express their attitude without fear.

- Among student youth, 45 percent of urban student youth strongly agreed that due to the 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 have fraudulent activities.

## **Cramer's V Correlation Analysis-Association Between Location of Youth and Knowledge, Attitude**

### **of the Selected Youth**

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

- The social networking knowledge of the youth and location of the youth have significant association, which was tested the hypothesis through Cramer's V correlation. The results show that for all 11 knowledge aspects of social networking, it is proved that there is 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 indicate a moderate to strong association between the variables, ranging from 0.516 to 0.874. It is proved that there is a significant association between the location of youth and social networking emotional attitudes.

- The behavioral attitude of the youth was tested through Cramer's V correlation. The Cramer's V correlation coefficients indicate 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 moderate association. The highest association is seen in 'Fear in Social Media Isolation' with a correlation value of 0.832. The lowest correlation is seen in 'Needs some changes for active participation' with the V value of 0.606. It is proved that there is 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 are 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 ranges from 0.724 to 0.967, indicating a strong positive association between the variables. It is proved that there is 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 range from 0.651 to 0.956, indicating a strong association between the variables.

The results suggest that there is 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 is found 'faced huge privacy issues and lots of fake accounts' (Cramers V = 0.956). It is proved that there is 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 were not imitating characters from social networking usage, in contrast, among employed youth, a higher 87 percent of urban employed youth reported that they were not imitating characters from social networking usage. The null hypothesis was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis is rejected. It reveals that there is 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis is rejected. It reveals that there is 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 showed they love to make videos and post the videos to social networking sites. Other groups were significantly less. The null hypothesis was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis is rejected. It reveals that there is a significant association between the location of the youth and encouraging video making of the youth.

- A higher 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 was examined through a chi-square test and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis is rejected. It reveals that there is significant association between the location of the youth and 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is a

significant association between the location of the youth and acquiring fans/followers for the profile of the youth.

- A higher 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is a significant association between the location of the youth and 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is a significant association between the location 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is a significant association between the location of the youth and 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 was examined through a chi-square test, and the data of rural and urban student youth and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the

significance (0.05) level, hence the null hypothesis was rejected. It reveals that there is a significant association between the location of the youth and life-threatening issues faced by 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 was examined through a chi-square test, and the data of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is 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 is more pronounced among employed youth with 100 percent of rural employed youth and 96 percent of urban employed youth showing interest. The null hypothesis was examined through a chi-square test, and the responses of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is 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 was examined through a chi-square test, and the responses of rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is a significant association between the location of the youth and enhanced job opportunities of the youth.

- Among the selected youth, a higher 81 percent of urban student youth and 84 percent of employed youth facing social issues. The majority 79 percent of student youth and 91 percent of employed youth reported facing social issues. The null hypothesis was examined through a chi-square test, and rural and urban students and rural and urban employed youth were analyzed. The p value was less than the (0.05) significance level, hence the null hypothesis was rejected. It reveals that there is 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 youth, rural student youth showed the highest 86 participants in the focused 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 which was higher than the 92 participants of urban areas.

- A significant improvement in knowledge was observed among student 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 84-100.

- Employed youth also showed a significant gain in knowledge. Rural employed youth had a lower initial score of 18 compared to urban employed youth, who scored 42. Following the awareness programmes both groups showed significant knowledge improvement, with scores ranging from 83-100.

### **Personal Experience of Youth on Social Networking Usages-Case Study**

- 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 pre-empted and prepared to go ahead with the right arrangements. Youth see value in their experiences rather than inflows. These concerns were shared by both rural and urban students and employed. The study emphasizes the importance of social networking and promoting responsible social media networking among youth to maximize its benefits while minimizing its harm.

## **Examiners**

**Internal Examiner :** Dr. Mira K Desai  
Senior Professor and Head  
University Department of Extension and Communication  
SNDT Women's University, Juhu Campus, Mumbai, India

**External Examiner :** Dr. Md. Armanul Haque  
Professor  
Department of Information Science and Library Management  
University of Rajshahi, Rajshahi, Bangladesh-6205