

Impact Factor of Social Media that Brings the Positive and Negative Changes in the Youth

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Abstract

Regardless of the industry in which operate, it's undeniable that social media has become an essential platform for many businesses of all sizes to easily engage and interact with customers and potential customers, as well as boost visibility. But there's more to social media than market reach and penetration and it can prove to be a powerful tool for driving dynamic business development too. The main purpose of the study impact factor of social media that brings the positive and negative changes in the youth. The main objectives of the study to know how various usage patterns of youth can create the difference amongst various demographic factors like gender, age, occupation, income, marital status and measure the impact of each factor of social media that brings the positive and negative changes in the youth. This research study is both descriptive and analytical in nature. A structured questionnaire method used by the researcher for collecting data from sample respondents. Social Media users of Chennai are unknown population. To raise the sample respondents and gathering direct responses, the convenient sampling method has been used for data collection in Chennai. The sample size 250 have been taken for the study. The concluded of the study Virtual Social Activism is actually taking over political movements and agitations to the digital world. Social media is enabling youth to think innovatively about the process of raising issues relevant for society. Internet makes it possible to launch a powerful socio-political movement through laptops and smartphones.

Keywords: Virtual learning, E-Commerce, Face book, You Tube, Business platform, Websites.

1. Introduction

As reported by 'lives of India' the youth are socio digital, mobile usage in India is growing rapidly and it is trending currently. Social system administration began in 1978 with the Bulletin Board System (BBS.) This was facilitated on computers requiring clients to dial in through the modem of the host machine, trading data over telephone lines with different clients. This preliminary formation allowed clients to log in and work together with one another.

Afterwards, the transcripts of online schedules were conveyed utilizing the notice board Usenet. In the year 1979 'Jim Ellis' and 'Tom Truscott' developed USENET to exchange files and message

between computers. It permitted clients to post news articles or other posts which were suggested as "news". The difference between Usenet and different BBS and gatherings was that, it didn't have a dedicated head or focal server.

The main adaptation of texting occurred in 1988 with Internet Relay Chat (IRC). IRC was Unix-based, limiting access to generally individuals. It was utilized for connection and record imparting, and for the most part staying in contact with each other.

The main social system administration website on the web was Geocities, propelling its site in 1994. The main aim of this website is to permit clients to make their own particular sites, separating them into "urban communities" focused around the site's substance. Nineteen years before had come Theglobe.com, offering clients the capability to collaborate with individuals having the same diversions and distribute their particular substance.

Two years later, in 1997, AOL Instant Messenger and Sixdegrees.com came into existence. This was the year texting got to be common and web clients could make a profile and encourage friendship. Friendster – a social gaming site was once the pioneer of social networking services in website. It was re-launched in 2011, within first few months the registered user reached over 115 million. Friendster served as the starting point for the broadly prevalent My space, which cloned Friendster and was dispatched after only ten days of coding.

Additionally, other social system administration sites like LinkedIn, Classmates.com, and Tribe.net started to get registered users. Facebook.com aimed to associate with U.S. school understudies, started with Harvard College. During the first month, over 50% which comes to 19,500 understudies joined in Facebook.com. In the wake of picking up reputation, Facebook opened its mobilization to non-school understudies. And after four years, in the year 2008, Facebook out did "My space" as the leading social system administration site.

Since 1978, social system administration has made tons of progress, and we are witnessing its progression for a substantial span of time, it is continuously changing the way where individuals interface with each other. (Gentle, Anne 2012, Conversation and Community: The Social Web for Documentation).

There are various details that record the usage and feasibility of social media for people around the world. The latest details are as follows: Consumers continue to invest in social systems more than any other destination. They spend about 20% of their tenure on the Internet on their personal computers and 30% online on their portable devices. The FB is the most visited social system in the United States in terms of personal computers, versatile applications (78.4 million customers), and portable web (74.3 million guests), and it is the biggest social website at any stage. Fifty-one percent of the individuals in the age group between 25-34 year old use the Social Security Administration as part of their workplace more than any other age group. Typically, 47% of social media customers participate in social vision.

In recent years, the machines or gadgets that have been used to access social media have evolved significantly. In 2012, FB had an amazing number of 152,226,000 PC guests and 78,388,000 extraordinary portable guests. Twitter reported 37,033,000 exceptional PC guests and 22,620,000 unique and versatile application guests. Pinterest reported 27,223,000 notable PC guests and

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14,316,000 particularly versatile web guests. Google+ reported 26,201,000 new PC guests and 9,718,000 exceptional guests in portable applications.

In December 2017, 4,444,234 million people over the age of 13 were using mobile phones in the United States. Twitter generated billions of tweets a day in December 2009, about 40 million. Over 25% of online access to the Internet in the United States in December 2009 was at a major social systems management location, up from 13.8% in the previous year.

Australia boasts the most outstanding social media usage on the planet. When it comes to Facebook, Australia has the best position, with over 9 million customers staying on the site for only about 9 hours each month.

Twitter increased as a customer support goes to site in 2013, but email usage decreased by 7%. So far, we have been able to attract billions (or millions?) of users. Social media has defeated dirt as the number one move on the web. YouTube has excellent transfer speeds, allowing you to share hundreds of hours of data in just 4 minutes and 26 seconds. According to the facts announced in June 2011, one in eight couples who married in the United States a year ago met through social media. One in six graduate students is selected through an online education program.

In November 2011, it was found that Indians invested more in social media than any other online activity. One in five farewells was accused on Facebook. In a study entitled "Mastering the Art of Social Media," analysts found that online communications have become a central part of the communications of political performing arts. In this study, Klinger focuses on Switzerland, which has the highest broadband, web use, and media literacy in the world (2005) "Planning Strategic Information System Planning Methodology for Malaysian Higher Education Institutions".

2. Review of Literature

Jones & Borgman et.al (2015) in their study entitled "Impact of social media on small businesses" explored the role and economic impact that the internet, specifically websites and social media, have on small businesses and investigated the benefits available from the use of the internet and social media sites for small businesses that operate in underserved regions. **Dutot & Bergeron (2016)** have developed and test a framework of small and medium enterprises' strategic orientation (SO) and its impact on social media performance. **Sanna et al., (2016)** have created an organized picture of the current understanding of social media-based value creation and business models. A systematic literature search was conducted in articles like scientific journals published between 2005 and 2014. This study was based on the theoretical foundation of service-dominated logic. This study provides a detailed explanation and analysis of the most important social media mechanisms that influence value creation in social media-based value creation networks, and how social media can impact current and future business models. **Bocconceli et al., (2017)** have explored the impact of social media adoption in upgrading and innovating selling processes by small- and medium-sized enterprises facing complex and rapidly changing market scenarios. **Michael and Claeys (2017)** have examined employers' policy with regard to employees' social media use. Specifically, the author describes the extent to which employers allow the use of social media in the workplace, the opportunities that can be associated with the use of social media by employees, and how social media guidelines are implemented in the enterprise. **Gavino et al.,**

(2018) have examined both the Latino/Hispanic entrepreneurs' social media adoption for business purposes and the influence of culture on personal versus business social network platform selection. Donald et al., (2016) have identified over the past decade, the rapid evolution of social media has impacted the field of human resource management in numerous ways. In response, scholars and practitioners have sought to explore the myriad ways social media can affect organizations. Bernard (2016) have developed into how social media are being used by chief marketing officers (CMOs) and shows that while many in business-to-customer have understood how to use social media already, Business-to-business (B2B) CMO colleagues have not yet made a decision. Tench & Jones (2015) has a central argument that traditional media in the olden days presented a world of clear and orderly communication management for organizations to admire corporate social responsibility (CSR) credentials. Tsimonis & Dimitriadis (2016) investigated why companies create brand pages on social media, how they are used, guidelines and strategies to follow, and expected results. Secondly, from a company perspective, how users will benefit from such sites.

3. Objectives of the Study

- To know how various usage patterns of youth can create the difference amongst various demographic factors like gender, age, occupation, income, marital status.
- To Measure the impact of each social media factor that is making positive and negative changes for young people.

4. Methodology

This research study is both descriptive and analytical in nature. A structured survey method used as a tool for collecting data from sample participants. Social Media users of Chennai are unknown population. To raise the sample respondents and gathering direct responses, the convenient sampling method has been used for data collection in Chennai. The survey sample size is 250. To understand and analyse the social media on Business and Social Development, a structured questionnaire is formed involving various questions focusing on the research objectives and involving questions from various possible factors i.e. social influence, educational influence, marketing related influence and health related influence. In this research, the researcher has explored all the possible resources of secondary data collection. Research findings published in current newspapers, research journals, media websites, books, journals, national and international journals were referred as secondary data.

5. Analysis and Interpretation

Table.1. Gender wise of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	176	70.4	70.4	70.4
Female	74	29.6	29.6	100
Total	250	100	100	

Source: Primary Data

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Interpretation for Table 1:

It is inferred that table.1 out of 250 respondents, 70.4 percent of the respondents are Males and the remaining 29.6 percent of the respondents are Females. Hence a majority of 70.4 percent of the respondents are Males.

Table.2. Age wise of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 Years	31	12.4	12.4	12.4
21-25 Years	104	41.6	41.6	54
26-30 Years	63	25.2	25.2	79.2
Above 31 years	52	20.8	20.8	100
Total	250	100	100	

Source: Primary Data

Interpretation for Table 2:

It shows that 41.6 percent of the respondents belong to the age group of 26-30, 25.2 percent of the respondents to the age group of 21-25 and the remaining 20.8 percent and 12.4 percent of the respondents belong to Above 31 and Below 20 year’s old groups respectively. Hence, a majority of 41.6 percent of the respondents belong to 21-25 groups.

Table.3. Educational Qualification

	Frequency	Percent
School Level	37	14.8
Graduate	30	12
Post-Graduate	108	43.2
Diploma	43	17.2
Professional	32	12.8
Total	250	100

Source: Primary Data

Interpretation for Table 3:

The above table shows that about 43.2 percent of the respondents have education upto Post Graduate level and 17.2 percent have education upto Diploma degree level. 14.8 percent of the respondents are School level. A consider number of respondents 12.0 have education upto Graduation degree level

and 12.8 percent of the respondents are Professionals. The study concludes that most of the respondents have studied upto post-graduation degree level.

Table.4. Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Up to Rs.45000	24	9.6	9.6	9.6
Rs.45001 to Rs.65000	62	24.8	24.8	34.4
Rs.65001 to Rs.85000	91	36.4	36.4	70.8
Above Rs.85001	73	29.2	29.2	100
Total	250	100	100	

Source: Primary Data

Interpretation for Table 4:

It Indicate the majority of 250 respondents (36.4) earn a monthly income Rs.65001-Rs.85000 followed by 91 respondents and (29.2) percent of the respondents who earn a monthly income between Above Rs.85001. The number of the respondents who earn a monthly income between Rs.45001- Rs.65000 is 65 (24.8) and who earn a monthly income upto Rs. 45000 followed by 24 respondents and who earn a monthly income (9.6). It is inferred that most of the respondents are earning a monthly income Rs. 65001-85000.

Table.5. Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	153	61.2	61.2	61.2
Unmarried	97	38.8	38.8	100
Total	250	100	100	

Source: Primary Data

Interpretation for Table 5:

It discloses that an overwhelming 153 (61.2) of the respondents are married and 97 (38.8) of the respondents are unmarried. It is inferred from Table.5 that the majority of the respondents are married in the study area.

Table.6. Using Frequency of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
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Below 5 hours a day	51	20.4	20.4	20.4
6-10 hours a day	96	38.4	38.4	58.8
11-15 hours a day	55	22	22	80.8
Above 15 hours a day	48	19.2	19.2	100
Total	250	100	100	

Source: Primary Data

Interpretation for Table 6:

From the above Table.6 the researcher could say that majority 96 (38.4percent) of the respondents using more than 6-10 hours a day, 55 (22.0 percent) of the respondents using 11-15 hours, 51(20.4 percent) of the respondents using Less than 5 hours day, 48 (19.2 percent) of the respondents using 15 hours a day. It is clear that most of the respondents 96 (38.4 percent) using Social Media More than 6-10 hours a day.

5.1 Multiple Regression Analysis

In order to estimate the degree and the extent of interrelationship between a dependent variables and the number of independent variables, multiple regression techniques are generally used. To identify variables influencing the social media on social development, the regression technique has been applied to compute R^2 from the following model.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \mu$$

Where $X_{1,2,3,\dots,n}$ means independent variables, Y represents Dependent variables

B stands for Beta Regression Co-efficient value, μ means Error term

The regression co-efficient and overall variations are tested respectively by computing t value and F ratios. The goodness of fit of the estimated equation is worked out with the help of R-squared and R-adjusted square values.

The following variables have been selected for regression analysis.

Combined positive influences of Social Media (Y_1) = Dependent variable

The independent variables chosen for the analysis are:

X_1 = Negative Aspect of Social Media

X_2 = Positive Aspect of Social Media in terms of Education

X_3 = Negative Aspect of Social Media in terms of Education

X_4 = Positive Aspect of Social Media in terms of Marketing Application

X₅= Negative Aspect of Social Media in terms of Marketing Application

X₆= Positive Aspect of Social Media in terms of Health

X₇= Negative Aspect of Social Media in terms of Health

5.1.1 Multiple Regression Analysis – Impact of Social Media

H₀: $\beta = 0$ (Social Media Positive and Negative terms are not the useful predictors of business and social development).

H₁: $\beta \neq 0$ (Social Media Positive and Negative terms are the useful predictors of business and social development).

Significance level $\alpha = 0.05$

Table.7. The Multiple Regression Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	0.436	0.42	9.39997
a. Predictors: (Constant), Negative Health, Marketing Application Terms, Negative Aspect, Positive Health, Education Terms, Positive Aspect, Negative Marketing application				

Interpretation for Table 7:

The above table reveals that ‘R= 0.660’ value represents the simple correlation, which indicates a high degree of correlation. The ‘R² = 0.436’ indicates how much of the total variation in the dependent variable can be explained by the independent variables. In this case, 94.2% can be explained, which means that the multiple regression analysis explains high variance in the data.

Table.8. presents the ANOVA results, which reports how well the regression equation fits the data (i.e., predicts the dependent variable) and are shown below:

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	16545.907	7	2363.701	26.751	.000 ^b
	Residual	21382.993	242	88.359		
	Total	37928.9	249			
a. Dependent Variable: Combined						
b. Predictors: (Constant), Negative Health, Marketing Application Terms, Negative Aspect, Positive Health, Education Terms, Positive Aspect, Negative Marketing application						

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Table.9. clearly indicates that the regression model predicts the dependent variable significantly well ($p < 0.05$). it also shows the multiple regression coefficients including the intercept and the significance levels.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Combined Influence of Social Media (Y1)	23.374	2.704		8.645	0
Negative Aspect of Social Media	-0.371	0.159	-0.142	-2.334	0.02
Positive Education	0.348	0.105	0.206	3.311	0.001
Negative Education	-0.158	0.172	-0.055	-0.92	0.359
Positive Marketing Application	0.421	0.137	0.26	3.075	0.002
Negative Marketing application	0.934	0.291	0.259	3.205	0.002
Positive Health	0.24	0.145	0.098	1.661	0.098
Negative Health	0.548	0.131	0.235	4.191	0

Interpretation for Table 7:

Table.9 states that Beta expresses the relative importance of each independent variable in standardized terms. The regression co-efficient Table provides the intercept and the slope for the following regression equation.

Regression fitted:

$$Y = 23.374 - .371 X1 + .348 X2 - .158 X3 + .421 X4 + .934 X5 + .240 X6 + .548 X7$$

The analysis of variance of multiple regression models for impact of social media indicates that the overall significance of the model well fitted. The co-efficient of determination R² value shows that these variables put together explain the variations of social media to the extent 66 %.

It is concluded that since the p-value 0.000 is less than the 0.05, the null hypothesis has been rejected at the =0.05 level of significance, there exists enough evidence to conclude that the social media on business and social development regression line is not zero. Hence, that Negative aspect of Social Media, Positive social media in terms of Education, Positive social media in terms of Marketing Application, Negative marketing application and Negative social media in terms of Health perceived by students are useful as predictors of Social Media on business and social development in Chennai city.

6. Conclusion:

Virtual Social Activism is actually taking over political movements and agitations to the digital world. Social media is enabling youth to think innovatively about the process of raising issues

relevant for society. Internet makes it possible to launch a powerful socio-political movement through laptops and smartphones. But in the coming days the future seems to be more hybrid- a fine blend of offline and online initiatives and tactics. Therefore, the future research should pay more attention towards the fusion of traditional and virtual social activism for the benefit of society. In fact, pure digital activism cannot survive without a proper ground support. Similarly, the traditional ground based social activism cannot receive mass momentum from digitally conscious youth without having its heavy online presence.

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