

## INFLUENCE OF SOCIAL MEDIA AMONG THE YOUTH ON BEHAVIOR CHANGE: A CRITICAL STUDY OF UNIVERSITY STUDENTS IN SELECTED UNIVERSITIES AMONG ERODE DISTRICT

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**ABSTRACT:** The project is done in IT sector located at Coimbatore. The main concept of this project is Quality of work life. The quality of work life has different meanings for different people. Some consider it industrial democracy with increased employee's participation in the decision-making process. Improving social relationship at workplace through autonomous. The sample size of this project is 120 respondents. The samples have been taken from the total population of the employees on the convenience sampling method. The data collection is based on the primary data source and secondary data source. A detailed and well structured questionnaire is prepared to find out the satisfaction of the employees and the employees are interviewed personally. The secondary data are collected through official records and company brochures and websites. The data are collected and analyzed with the help of the statistical tools. Findings and conclusions are given based on the analysis and the suggestions are given based on the findings from the study.

**Keywords:** Quality of work life, Employee satisfaction and Autonomous work environment.

## 1 Introduction

This research examines the issues of the relation between social media and its impact on behaviour change of the youth. Today, messages can reach audiences and target groups in real time and they can generate changes and tendencies. Crowds are becoming more powerful through technology, because technology has the ability to unite them.

According to Susan Greenfield, an Oxford University researcher in her article *The Quest For Identity In The 21st Century*, on Daily Mail UK 14<sup>th</sup> September, 2010, as growing numbers of people discover the potential of the World Wide Web and as they become active parts of it and as technology becomes even more advanced, expanded, accessible and sophisticated, current forms of communication will transform, taking advantage of the crowd sourcing phenomenon.

This research will find out what these social media are. What are their use in the lives of the University students and their implications on their behavior. New information Technology (IT) is almost everywhere and has dramatically altered the way we live. These tools have become valued elements of life in merely because they opened many doors to youth and allowed them to interact freely and markedly unlike at any other time in history. In college and

university campuses have been hit by new generations of youth coming from high schools with quite a decent knowledge about information technology and how to use its tools, especially cellular phones and computers. While any technology can be put to good or bad use, depending on the user, many parents have bought their children cellular phones and PCs so they may use them appropriately and effectively, mainly for learning purposes as well as knowing where they are at any time and come to their help if they need it.

### STATEMENT OF THE PROBLEM

This study will try to find out the impact that social media has on the youth's behaviour. Technology has many positive aspects but, in the wrong hands, it can become dangerous. For the young people it is experiments to do what they feel is good or exciting to them and the friends and at the same time avoid adult supervision. Livingstone (2008) opines that for teenagers, the online realm may be adopted enthusiastically because it represents 'their' space, visible to the peer group more than to adult surveillance, an exciting yet relatively safe opportunity to conduct the social psychological task of adolescence – to construct, experiment with and

present a reflexive project of the self in a social context, as well as, for some, for flouting communicative norms and other risk-taking behaviors.

Technology brought about social media which is a valuable tool but is somewhat misused by today's youth. The two main forms that the youth use to access social media are cell phones and the Internet which have brought about major changes in their lifestyle.

With the current exposure and easy access that the youth are able to get out of these mediums, this study will establish the impacts it has have on the youth. Issues that are expected to arise out of this research include exposure to problematic materials, online victimization of youth, exposition to unnecessary online marketing and advertising, exposure to dangerous online behaviours, issues of identity theft, the emergence of digital divide and generation gap between parents and the youth.

According to Ritzel, Matt in an article, –Growing up Digital, Wired for Distraction.” on *The New York Times*. 21 Nov. 2010, others include wastage of time, building of shallow and harmful relationships, and, eventually, causing rather than alleviating, users' depression, loneliness, social isolation, and withdrawal among others.

## **GOAL AND OBJECTIVES OF THE STUDY**

**GOAL:** The goal of this research is to address the impact and implications of social media on the youth especially those in Universities on the way they are using these medium and the consequences of that use on their behaviour.

### **Specific Objectives:**

1. To determine how the youth in use social media in their daily lives
2. To determine if the youth in prefer social media as means of communication as opposed to traditional methods.
3. To find out the impacts social media has on behavior changes among the youths.
4. To determine the risks that comes with use of social media on the youth.

## **SCOPE OF THE STUDY**

The study seeks to find out the impacts of social media among the youth on behavior change. While the study recognizes that new interactive technologies have impacts on other age groups

outside the youth bracket, and as such this study will limit itself only to the youths in Erode. The study will focus itself only five universities that are based around Erode central business district, as opposed to other institutions outside the stated realm of orientation or geographical boundary.

## **LIMITATIONS OF THE STUDY**

The study is limited by time and financial resources and as result the research will have to source for more financial resources and use alternative means. Since few similar studies have been done especially in institutions of higher learning, there is limited empirical literature on the area of impacts of social media on behavior change especially in Erode District students. Another expected limitation is that the youth might fail to give correct information on the basis of invasion of their privacy. The researcher will explain to them that the study is purely for academic purposes and not motivated by any other interests whatsoever.

## **INTRODUCTION**

Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. The digital environment can include the internet, telecoms and interactive digital television. The web is becoming part of general business for communication, sales and services. It is changing business practices. Its technical limitations affect the amount of material and speed of access to material. The web primarily depends on phone line connections, so the better these are across a territory, the more reliable the service. The inherent limitations of passing large amounts of digital information down phone lines have affected the type and quality of media that can be used effectively, as well as the nature of the interaction allowed by the web. There are ways to increase the performance by improving the technical limitations which depends on having a readily available infrastructure that can deliver more data faster and reliably, called Broadband.

In the target group. The target population for this study includes 80 university students the youth in 2 selected universities in Erode District.

## **Sampling Size and Techniques**

A sample is a smaller number or the population that is used to make conclusions regarding the whole

population. Its purpose is to estimate unknown characteristics of the population. Sampling therefore is the systematic process of selecting a number of individuals for a study to represent the larger group from which they were. The process of sampling takes in to account various issues and will depend on the organization type, purpose, complexity, time constraints and previous research in the area.

#### **Response rate**

Fowler (2004) describes response rate in a research context as the extent to which the collected set of data includes all sample members of the targeted population. It is calculated by the number of questionnaires collected or the number of people with whom interviews are completed divided by the number of the entire sample. In this study, data was collected from four sampled universities in Erode, three public and one private. A total of 80 questionnaires were distributed and 73 were returned. This represented 91.25% response rate. 91.25% response rate, was considered as being very good for analysis.

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **Introduction**

The study sought to investigate impact of social media among the youth on behavior change: a case study of university students in selected universities in Erode District. This chapter presents a summary of the major findings of the study. The chapter further offers a summary on the data collected, analysis of data, discussions of the findings on each research question and the logical interpretation emanating from the findings. Finally the chapter makes recommendations on possible areas for further research

#### **Summary of the study**

As stated above, the study sought to find out the impact of social media among the youth on behavior change. Study objectives were formulated and research questions were derived from the objectives. Questionnaires were the instruments used in collection of data. Quantitative data collected, was then coded and inputted in statistical package for social science (SPSS). The results were carefully analyzed and presented to represent the actual situation on the ground. Qualitative data was closely analyzed qualitatively and important information extracted from what the respondents said. The data was then presented making relevant citations in comparison with the studies that had been done earlier and that related to the topic of study.

Summary and conclusions were derived from the findings of the study.

#### **Major findings of the study**

The study found out that the youth in Erode area. The use social media a lot and they spend more time on the computer. Figure 4.6 in chapter four indicates that 60.3% of the youth spend 2-5 hours a day on the computers. According to table 4.2, the most common activity they are usually doing is surfing the internet and a majority of 39.7% agreed to doing so. The study further found out that most of the youth were on social media with Facebook, Whatsapp and Twitter topping the list, as is indicated in table 4.3. Most of these respondents used their mobile phones to access the internet especially on Whatsapp- a mobile phone application. The most common activity is chatting or texting on their mobile phones, as is shown in table 4.5, where 28.8% said to a moderate extent they are always on the phone/computer chatting with online friends.

The study wanted to find out if youth in Erode prefer social media as a means of communication as opposed to traditional methods. Various reasons were given for the preference of the social media. As is indicated in table 4.5, some of the reasons stated included, they prefer social media because their message is received in real time where 61.7% either agreed or strongly agreed, 86.3% either agreed or strongly agreed that sending an e-mail is a lot faster than writing a letter, another 86.3% agreed or strongly agreed that in social media a reply is received almost immediately as opposed to old traditional methods. Further, 87.7% agreed or strongly agreed that social media enables individuals to know if their messages have reached their recipient or not.

Other reasons given included the feeling of independence that is associated with social media where there is no parental control and also elevation of their social status among the peers, where one has many followers on the social network.

The study further revealed that social media had various effects on the behavior of the respondents. For instance in table 4.6 it is indicated that, 63% either agreed to a large extent or to a very large extent that social networks help them in maintain contacts with old friends and create new friends. This findings are confirmed by Livingstone (2008) who posited that, Social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the either to separate activities of email, messaging, website creation, diaries, photo albums and music or video

uploading and downloading. From the user's viewpoint, more than ever before, using media means creating as well as receiving, with user control extending far beyond selecting ready-made, mass-produced content.

Social media further makes planning easier as the youth communicate through various platforms provided in it. They can either post messages on each other's walls in Facebook or send direct messages to mobile phones via Whatsapp.

### **Conclusion of the study**

In view of the above summary, it was evident that social media played a major role on behavior change of the respondents. The youths mostly used social media for communicating between their friends and families. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally.

### **Major recommendations from the study**

1. The youths need to be trained on better usage of the social media so as to minimize time wastage on chatting and other irrelevant engagements that are not of major importance on their lives.
2. All the stakeholders and especially Communication Commission and network providers' needs to come up with means of filtering information that reaches the young people through social media platforms. This will help minimize exposing them to pornographic and other unwarranted materials.
3. Parents and security agencies should monitor activities of the young people on social media in order to protect them from sex pest and pedophiles.
4. In order to communicate effectively to the young people schools and government agencies should adopt social media as one of their means of communication.
5. To avoid having a generation that does not have face to face communication skills, all the stakeholders should consider organizing social events that the youth will use to interact and mingle with each other physically.
6. The findings of this study should be used in policy formulation at levels of learning that the youths are inclusive such as high schools and universities and in government agents that deal with the youth.
7. Social media should be used for positive purposes.
8. A Strong recommendation for the government is to make policy or community that check which immoral websites are used by which users.

9. Government has to make policies to check out unfair reporting of media which ruin the society.

10. A strong recommendation for the users of social media is that they have to remember the purpose of using social media and always use the informative sites.

11. Adolescence should use their time wisely instead of wasting their precious time on other social networks like WhatsApp, Twitter, Facebook, and YouTube.

12. To secure the future of children, teachers and parents should check out what they actually are doing on social media.

### **CONCLUSION:**

This study has basically helped me to know the level impact of facebook on students. The Results shows that social media plays important role in learning and job opportunities. Now a day's social medias are pass the information within a second. Students are mostly use social media for communication with friends and families. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values, social norms, and Islamic values.

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