IMPACT OF SOCIAL MEDIA USAGE ON MILLENNIALS AND THEIR LIFESTYLE CHANGE

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ABSTRACT

Social Networking use has been increasing intensively amongst the youth and specially the millennials. In today's world, it's difficult to have a life while not on Facebook, WhatsApp, Instagram, YouTube, Twitter or LinkedIn accounts and other on-line sites. This age of social networking culture has been vastly accepted by the new generation and has met with positive response and acceptance. The objectives of this study square measure a trial to research the magnitude of effect of this social networking sites and applications is having on respondents, a trial to understand the pattern of usage and footprint on their lives, so as to give a clear picture on social networking addiction. Study has been accomplished with the assistance of a primary and secondary analysis wherever a hundred and ten respondents were analysed and also the impact of social media usage and screen time has been studied. in line with the millennials they use net for what they understand as staying au courant and on the average use concerning 2-4 hours screen time. the first analysis for its accuracy and effective results has been conducted via SPSS. The present thesis aims to explain the characteristics of social networking has influenced folks, why folks use social media, and what are the perception of individuals on effect of social media usage

Introduction

In today's generation the internet is considered as the new social normal and a constant surrounding. For any activity from education, to scientific research to communication to enjoying laptop games with other users, Internet has become a integral part of the current generations life. Various modes of communication through Internet like electronic mails, chats, blogs, chat bots, social media etc have their own environment. With the rise of internet, the cultural theories and social science theories became relevant which focuses on co-construction. We can consider Internet as the new cultural tool or tool kit because it will redefine the communication norms. This new norm is transmitted to the new generation of users with higher technology innovation and greater access. This Internet and the social need of co-existence and co-construction gave rise to the Social media applications like Facebook, Instagram, Tiktok, Blogger, Twitter, Flickr, YouTube, etc. However, its functions are complex but it conjointly refers to the model of economics and social systems. Social medias unrestricted access permits any user to browse, go through any content and even improve the pre-existing content for other users.

Social networking development has been on rise at a fast pace for the last number of years. During this time of advancement, such social networking sites have arisen and have evolved from a distinct subset of individuals to a multitude of on-line practices through which millions of online consumers are often involved through their leisure time or employed. With such increase in the usage of Internet and Social media amongst the newer generations in recent years, it becomes imperative to understand the social-economical and socio-psychological effect of this social networking platforms on the Youth and specially in Indian context. The key purpose of this paper is to recognize the trend and effect of such social networking platforms on the Millennials of the Republic of India in growing positive and a negative component. Online media and social networking may be a phenomenon that has been pre-existing from the beginning of the history of civilization. Mankind has also developed in a sort of social climate. The exponential rise of social networking platforms and apps has contributed to the point that this SNS has become a focus point for how young people handle their social networks. To such a degree that this SNS has moved social networking to the Web as interchangeable. There are numerous factors which have led to such shift, disposition of users to accept SNS as a method of routine communication and social networking as a way of their daily life. The increasing reliance on networking sites and technology for basic communication amongst users which has been on rise recently, has conjointly highlights the value of knowing how SNS drives our everyday lives. Sites like FB, Instagram etc. have been influencing and dictating the manner in which people have their social relationships, be it from friendships to acquaintances.

The digital age, within which youth are progressively on-line, presents a double-edged sword of both higher challenges and also opportunities for influencing their life style, health and physical well-being. The opportunities and ways for this social media to focus on and reach adolescents through on-line mediums, firms marketing unhealthy products and for establishments trying to absolutely influence healthy products/behaviours, is beyond comparison.

Facebook is the most popular amongst the social networks with almost 2.4 billion users worldwide. Followed by WhatsApp, WeChat, Instagram, Twitter etc. YouTube a social networking medium which shares interactive videos

has over billion users and the content reaches billions daily. These sites become an attractive platform for firms to promote their unhealthy products like: Unhealthy food, beverages, tobacco etc. To a contrast many firms also promote healthy food and beverages. It all boils down to what a user wants to get influenced by since both positive and negative impacting content are available on social media and internet which can affect the lifestyle of today's youth. With more and more data analytics being used by the marketing firms and social networking sites, it becomes necessary to understand how affected today's youth because of their exposure to social media in terms of their lifestyle and decision are making.

Social media is not just limited to social gathering and social contact, it has grown a much more than this. This social media has become source for entertainment through videos and images and allowing sharing of such content amongst the users. It has become a source of business with linking people throughout the globe and help meet each other's business needs. It has become a source of media and news with information flowing at lighting speed. With such versatile uses the social media usage is bound to increase throughout the world not only amongst youth but among all the age group. Several young people are expected to move chop-chop from mainstream mass outlets such as TV audiences and radio listeners to social networking in all cluster ages. This abundant and fast shift has a larger question associated with it, that how this is going to affect the lives of users, who are getting exposed to social media on a larger scale getting affected, in a positive way or negative way?

Younger generation is important for any nation and for the progress of nation and world in unison. For the development and progress of this younger generation currently on a daily basis Social media can be considered as a crucial factor within the field of education, since it can show new trends in the sector of education, science, help to boost various skills such as writing, communication, acting etc., enhancing cultural knowledge , develops non secular views and political knowledge and sharing higher life style needs, growth and development of society.

Literature Review

A.   The Impact of Social Media on Youth: A Case Study of Bahawalpur City

Shabhir, Hameed and Safdar in 2014 in their paper discussed Social networking platforms offer a forum for debate of key problems that have not been found in current situation. Following study is undertaken to understand the effect of social media platforms amongst diverse minds of young people. Study of the sample kinds and the knowledge was gathered via the process. Three hundred young people tested have completed the process, although non-random sampling methods have been used to pick survey units. Level of come stayed ninety-seven p.c. until the sort had been packed. The core goals were as follows:
(1)Analysis of the effect of social networking on teenage social interaction
(2)To determine the appropriate & most common variety of social networking by young people

(3)to gage the millennials outlook on social media and to live the period spent on social networking sites
(4)To campaign for the proper usage of social networking in the best way to connect and inform individuals.
Collected knowledge was evaluated in terms of length, proportion and mean number of claims. The results indicate that the bulk of participants had relationships with such social network forces. Social media encourages immoral images, video clips and clips among youngsters, non-religious post and connections build animosity amongst cultures of different societies, derogatory usage of social media deteriorates the connection amongst nations, social media plays a crucial role in generating political knowledge among teenagers.

B.   Fields of Impact of Social Media on Youth – Methodological Implications

Stanisław & Juszczyk in their paper discussed: The usage of social networking platforms is common behaviours by teenagers today. These platforms offer young people today a platform for escape and connectivity and have developed up rapidly in recent years. People and researchers give attention to the essence of social networking platforms, but that they do not realize that not all of them are safe experiences for teenagers and teens. This area is quite important, because the findings of pedagogues, psychology and drugs have been pushed to consider how young people exist throughout the entirety of a replacement, huge, yet complicated simulated world, as they continue their lives at intervals in the world. At intervals throughout the article various enquiry spread by entirely separate writers, proposing a variety of facets of adolescent development in this simulated world and explaining the theoretical implications of these forms of study.

C.   What's on your mind? Understanding the Influence of Social Media on Authentic Leadership Dimensions and Education from the Millennials' Perspective

Bertoncini & schmaltz in 2013 in their paper discussed: The aim was to establish an awareness of the relationship between youth and social networking, instead of judging for suitability of people's tags or semantic limitations considered to separate certain group from the other. Four main conclusions from their preliminary study.
1.The usage of the new technology are needed: this half wants to learn the direction of the use of the current media and interactive tools, and thus the time devoted to media use.
2.Virtual Consumptions Activities Associate in Nursing Values: this half aims to build an awareness of ideals and this includes offering modern networking tools to the millennials on the market (mobile phones and tablets, net and social networks).
3.Factual management aspects: this half is an opportunity to understand the millennials' view on the impact of social media networking on factual aspect. The factors examined measure self-awareness, responsibility, a logical attitude and an internalized ethical perspective.

4.Social networks and learning: This segment aim to explain the millennial purpose of reading regarding social networking and online education, information development, competitiveness and standard of education.

D.   Social Media for Good? A Survey on Millennials' Inspirational Social Media Use

Bowles, Narayan and Seng (2018) in their paper discussed: A Study looked at the correlation between access to a chosen range of social media material and well-being consequences: in particular, sacred information, while most research have so far concentrated on the detrimental effect of the average hours invested on social media. There is no question as to the in-depth usage of social media by age, but the analysis of the effects of this use is barely in its gestation. The findings of study of 146 participants unconcealed how the exaltation of social networking and electronic video usage, while not all the average time spent on public media, are correlated with daily feelings of happiness, wonder, enthusiasm, pro-social inspiration and pro-social behavior. Such interactions are guided by self-transcendent feelings evoked by exalting social networking. Studies are alluded to in the light of the importance of material read by teenagers on social media and their effect on well-being.

E.   The Impact of Social Networking Sites on the Youth

Khurana (2015) in his analysis paper Discussed: How the goal is to raise the degree of understanding of young people connected to these social networking sites, and the results may not only have an negative impact on the extent to which it is completely of importance that teenagers be fully informed of the use of such sites, even if they might be able to encourage the use of such networking sites by young people in a timely manner. Tumblr, My Room, Twitter, LinkedIn, Skype-associated Ning Square counts a number of such places that attract a lot of younger people to switch to them and thus reflect their individual strengths and demerit points that are urgently required to build a real identification for young people. It is now becoming obvious and frequent vision to see people become indifferent to traveling to things, homes as relatives and visitors clearly weigh about, roads, colleges, faculty, and so-called meetings where they're so fixated and immersed in their phones that they're not really trying to appear everywhere they end up in their failure to find what's on their screens. Focus has also been moved through the actual to the cyber universe and from the tangible to the unseen. The goals of the square research test are specifically –
(1) to work out the need of unique social networking platforms for young people.
(2) to examine the reliability of the data obtained from social media platforms.
 (3) to consider the pros and the disadvantages of social networking platforms better targeted to young people.
(4) to test the effect of social media platforms on the business sector and on youth.

F.   Impact of Social Networking Sites (SNS) on the Youth of India: A Bird's Eye View

In his article, Sachdev argues the remedy whether or not the social networking platforms are a square indicator of good or bad for today's culture. There is no question that these SNSs include jobs, promotion, personal development, information sharing, but the major existing dangers currently include on-line predators or humans. Such SNS have a good effect on the youth of India. You can clearly see the key to such social networking platforms, but you can't find a way out with these SNSs. One feature of these platforms is to connect to our costly ones on the other page, providing a forum for numerous cyber criminals. Therefore, they tend to reflect on the actual reality that, however, the SNS square measures are implemented and used in some efficient way that is additionally helpful to the Indian community and to calculate the role of Indian youngsters firmly. The goal of this article is to focus on the good and adverse impact of these social media on Indian young generation & to measure the position of Indian youth firmly.

G.   Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviors on Social Media

Dunlop, Freeman & Jones in their paper discussed: The close-ubiquitous usage of social networking through teens and young adults provides incentives for both consumer marketers and wellness education companies to engage in and connect with youth people in unparalleled ways. Old mainstream press is considered to get a beneficial & detrimental effect on young people's health habits, but the influence of new networking might be less well established. This paper explores new proof of adolescent reliance on the promotion & selling of unsanitary goods such as energy-dense yet nutritionally deficient foods & beverages, cigarettes and alcohol on social networking sites such as Facebook, Instagram, Snapchat and YouTube. We have been keen to discuss through proof of the level of access to the selling of such hazardous products across social networking channels and the possible effect of access on teenage wellbeing. Second, we focused on providing examples of health-promoting youth-oriented social media initiatives with the goal of explaining creative strategies and the light lessons learnt to build effective social network interventions. Eventually, we suggest strategy and assessment results and recognize data discrepancies and possibilities for potential study.

Methodology

Test Methodology-The current study is straightforward and explorative in design. For the objective of the analysis & study, the form(questionnaire) test was pursued to gather principal information among young people regarding the generation of teenagers, the main objective of the usage of social media networking sites, their pro and con perspectives on social media, & the effect of social media on the physical & mental health of identified teenagers. A purposive sample of a hundred and forty-five students (145), (in the vary archaic sixteen years to twenty-five years) in pre- and post-

graduation schools was subject to the questionnaire, returning a response of a hundred and ten students (110) students, which was finally selected for eliciting the information for study. This type is the primary data assortment device. This is presented with a read to fulfil the goals of the present report. People's views and assumptions on the effect of social media about youth have been discriminated against via the questionnaire, and comments have been made about the different aspects of youth existence and culture.

A. Design Of Analysis

The descriptive work has been carried out using a questionnaire sample technique, which is a form of research used in social science studies. The aim of the study was to explore the effects of social networking on millennials, although new networking affects youth in a variety of areas of social life, political consciousness, faith beliefs, academic performance, patterns, sporting activities and so on.

1.Primary analysis – First analysis has been conducted so as to know the social media usage habits of the target cluster and the way it influences them. A telecom interview has been conducted.

2.Secondary analysis – This has been worn out order to know numerous social media platforms, their usage and their impact, terms like social anxiety and social depression and such connected words are going to be explored more..

B. Significance Of Study

The whole research is opportune to use social networking in the best possible way for young people and to build awareness across young people that somehow the appropriate use of social media can be a powerful resource for education, influencing young people's mentalities in a positive way, and social media can help to better their lives, particularly for young people. It also creates a sensitivity that reduces the influence of social life and the erosion of societal values, moral expectations and ethics in culture, and allows young people conscious of the dimension of social networking.

C. Hypothesis Of Study

1.It's seemingly to note that social networking site is getting young people more conscious of the direction they're heading.

2.It's seemingly to mention that social networking is a fast supply for data and entertainment in the presence of young people.

3.It's seemingly to mention that social networking is a strong support for young people in the area of education. This appears to note that young people are using social media in a constructive manner

D. Objective Of Study

1.Investigate the effect of social networking on social life of young people.

2.To gage the path of young people to use social networking

Questionnaire

2. Do you think Social Media is positive or negative? *

    Mark only one oval.

    ◯ Positive

    ◯ Negative

    ◯ Both

3. Gender *

    Mark only one oval.

    ◯ Male

    ◯ Female

4. Age *

    Mark only one oval.

    ◯ below 20

    ◯ 20-22

    ◯ 22-24

    ◯ 26-28

    ◯ above 28

5. What is the amount of time you are spending daily on Social Networking sites? *

    Mark only one oval.

    ◯ Below 1 hour

    ◯ 1-2 hours

    ◯ 2-3 hours

    ◯ 3 hours or more

6. What is the main purpose of social networking for your use? *

Mark only one oval.

- Job Opportunities
- Educational Purpose
- Interact with Friends
- Like to Stay Informed

7. How many social media applications do you have on your smartphone?

Mark only one oval.

- 1
- 2
- 3
- 4
- 5
- > 5

8. Impact on our daily lives? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I tend to compare my life with others/influencers	○	○	○	○	○
Sometimes I tend to spend less time with family & friends in-spite being with them	○	○	○	○	○
It leads to the fear of missing out	○	○	○	○	○
It has become a way of life	○	○	○	○	○
I frequently check social media apps on my smartphone at work/home	○	○	○	○	○

9. Have you tried to cut-back on your use of social media but failed? *
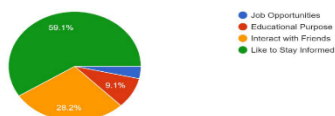
Mark only one oval.

- Yes
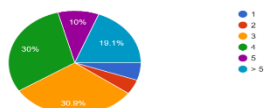- No

This content is neither created nor endorsed by Google.
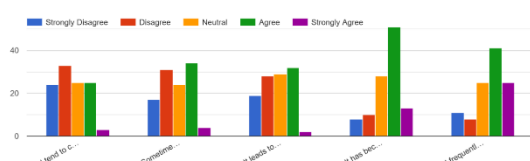
Google Forms

Analysis

What is the main purpose of social networking for your use?
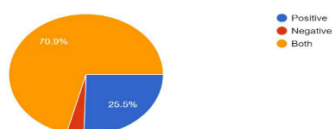110 responses

How many social media applications do you have on your smartphone?
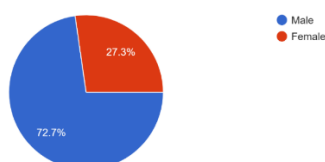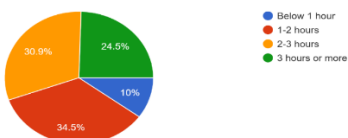110 responses

Impact on our daily lives?

Do you think Social Media is positive or negative?
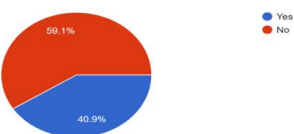110 responses

Gender
110 responses

What is the amount of time you are spending daily on Social Networking sites?
110 responses

Have you tried to cut-back on your use of social media but failed?
110 responses

A.   Problem Statement

The present study proposes to understand the parameters on which the social media has influenced millennials, why

youth uses social media, how addicted they are and what are the perception of people and how it affects their lifestyle and personal selves.

B.   Research objective

(a)Identify the Influence of social media on millennials.
(b)Perception of youth towards social media.
(c)Analysis of time spent daily on social media and purpose of using social media.

C.   Assumption

It is assumed that all respondents are unbiased, of different creed, caste, sex, religion and are well versed with use of social media.

D.   Research design

Sample survey for Primary research: The primary data will be collected online from the millennials who are frequent users of social media.

E.   Sample size: 110

F.   Code Book

TABLE I. CODE BOOK

Question	Variable Name	Coding	Symbol used
Ques 2	Do you think social media is positive or negative?	Positive =1 Negative =2 Both =3	X2
Ques 3	Gender	Male =1 Female =2	X3
Ques 4	Age	Below 20 =1 20-22 =2 22-24 =3 25-28 =4 Above 28 =5	X4
Ques 5	What is the amount of time you are spending daily on Social Networking site?	Below 1 hour =1 1-2 hour =2 2-3 hour =3 3 hours or more =4	X5
Ques 6	What is the main purpose of social networking for your use?	Job opportunities = 1 Educational purpose = 2 Interact with friends = 3 Like to stay informed = 4	X6
Ques 7	How many social media applications do you have on your smartphone?	1 = 1 2 = 2 3 = 3 4 = 4 5 = 5 >5 = 6	X7
Ques 8a	I tend to compare my life with others/influencers	Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree= 4 Strongly Agree = 5	X8a
Ques 8b	Sometimes I tend to spend less time with family & friends in-spite being with them	Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree= 4 Strongly Agree = 5	X8b
Ques 8c	It leads to the fear of missing out	Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree= 4 Strongly Agree = 5	X8c
Ques 8d	It has become a way of life	Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree= 4 Strongly Agree = 5	X8d
Ques 8e	I frequently check social media apps on my smartphone	Strongly Disagree = 1 Disagree = 2 Neutral = 3	X8e

	at work/home	Agree= 4 Strongly Agree = 5	
Ques 9	Have you tried to cut-back on your use of social media but failed?	Yes= 1 No = 2	X9

G. Testing Reliability of the Questionnaire using Cronbach Alpha

TABLE II. CASE PROCESSING SUMMARY

		N	%
Cases	Valid	110	100.0
	Excluded	0	0.0
	Total	110	100.0

List wise deletion based on all variables in the procedure.

TABLE III. RELIABILITY STATISCTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.702	0.650	10

H. Testing Validity of the Questionnaire

KMO and Bartlett's test of sphericity value indicates whether the selected sample size is adequate or not. Value ≥ 0.8 indicates that our sample size is adequate and in case the value < 0.8, the researcher needs to increase the sample size before carrying out any hypothesis testing.

Significance value of KMO and Bartlett's test of sphericity should be less than 0.05 (level of significance). If it exceeds 0.05 that means set of questions that the researcher has taken are not meeting his research objectives and the questions need to be changes/reframed before carrying out any hypothesis testing.

TABLE IV. KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.707
Bartlett's Test of Sphericity	Approx. Chi-Square	280.418
	Df	66
	Sig.	0.000

TABLE V. TOTAL VARIANCE EXPLAINED

Comp	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.214	26.785	26.785	3.214	26.785	26.785
2	1.682	14.017	40.801	1.682	14.017	40.801
3	1.293	10.773	51.574	1.293	10.773	51.574
4	1.019	8.488	60.062	1.019	8.488	60.062
5	.967	8.058	68.120			
6	.787	6.561	74.681			
7	.747	6.222	80.903			
8	.650	5.413	86.316			
9	.508	4.237	90.553			
10	.456	3.799	94.352			
11	.399	3.327	97.679			
12	.279	2.321	100.000			

I. Descriptive Analysis

Objective 1. To understand the main purpose for using social networking.

Justification: Frequency Distribution is applicable only for nominal and ordinal scale. Since question comes under nominal scale, frequency distribution is applied.

TABLE VI. PURPOSE OF SOCIAL MEDIA USE

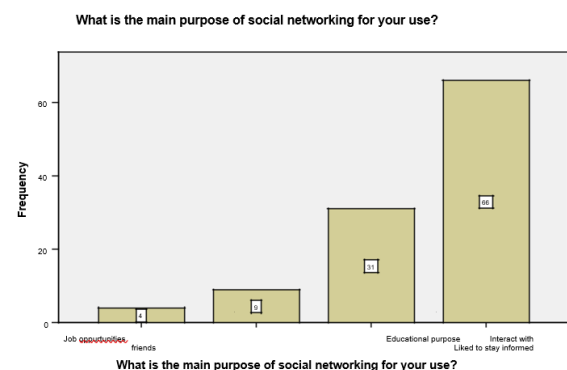|	Frequency	Percent	Valid Percent	Cumulative percent
Job opportunities	4	3.6	3.6	3.6
Educational purpose	9	8.2	8.2	11.8
Interact with friends	31	28.2	28.2	40
Liked to stay informed	66	60.0	60.0	100
Total	110	100.0	100.0	

Fig. 1. Purpose of use of social media

Interpretation: From the charts, it can be shown that the major bulk of the respondents use social media to stay informed, followed by interacting with friends, educational purpose and least preferred being Job opportunities.

Objective 2. To understand the amount of time one is spending on social Networking site.

Justification: Frequency Distribution is applicable only for nominal and ordinal scale. Since question comes under nominal scale, frequency distribution is applied.

TABLE VII. AMOUNT OF TIME SPENT ON SOCIAL NETWORKING SITES

	Frequency	Percent	Valid Percent	Cumulative percent
Below 1 hour	12	10.9	10.9	10.9
1 – 2 hour	37	33.6	33.6	44.5
2 – 3 hour	34	30.9	30.9	75.5
3 hour or more	27	24.5	24.5	100.0
Total	110	100.0	100.0	

Interpretation: Using the graph, it is understood that 33.61% respondent people use social networking sites for 1-2 hours a day, while around 30.91% of the respondents use social networking sites 2-3 hours a day, 24.55% of them use social networking for more than 3 hours a day and only 10.91% use it less than an hour for day.

Objective 3.To understand whether people feel that they tend to spend less time with family & friends in spite of being with them.

Justification: Since question comes under interval scale, we will apply histogram to check mean, median, mode and other variables.

TABLE VIII. SOMETIMES I TEND TO SPEND LESS TIME WITH FAMILY & FRIENDS IN-SPITE BEING WITH THEM

	Frequency	Percent	Valid Percent	Cumulative percent
Strongly Disagree	18	16.4	16.4	16.4
Disagree	30	27.3	27.3	43.6
Neutral	24	21.8	21.8	65.5
Agree	34	30.9	30.9	96.4
Strongly Agree	4	3.6	3.6	100.0
Total	110	100.0	100.0	

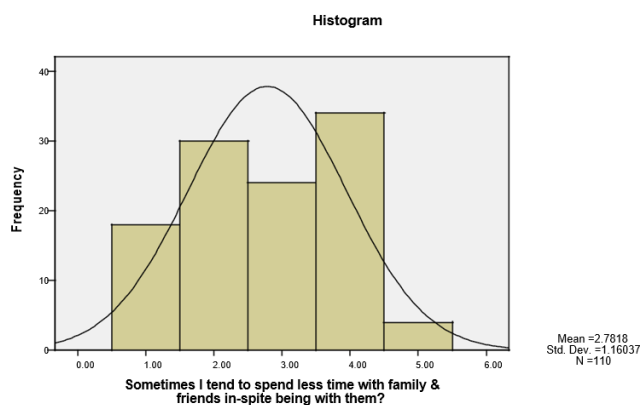| N	110
Mean	2.7818
Median	3.0000
Mode	4.00
Std. Deviation	1.16037
Variance	1.346
Skewness	-.065
Std. Error of Skewness	.230
Range	4.00

Fig. 2. Sometimes I tend to spend less time with family & friends in-spite being with them

Interpretation: From the graph, it is observed more than 30 respondents agree that respondents feel that they spend less time with loved ones in spite of being with them. While around 50 respondents disagree or strongly disagree that they spend less time with loved ones in spite of being with them.

Objective 4: Relationship between Genders of respondent and perception towards social networking.

Justification: Because all parameters are on a nominal basis, we can use them cross tabulation to solve the above.

TABLE IX. GENDER CROSSTABULATION ON "DO YOU THINK SOCIAL MEDIA IS POSITIVE OR NEGATIVE?"

		male	female	Total
Positive	Count	20	8	28
	% of Total	18.20%	7.30%	25.50%
Negative	Count	4	0	4
	% of Total	3.60%	0.00%	3.60%
Both	Count	57	21	78
	% of Total	51.80%	19.10%	70.90%
Total	Count	81	29	110
	% of Total	73.60%	26.40%	100.00%

Interpretation: Using the graph, we can see that of the total respondents 73.6% are male respondents out of which 51.8% feel social media has both pros and cons, while 18.2% male have positive perception towards social media and 3.6% of male have negative outlook. While out of the total respondents 26.4% are female of which 19.1% have neutral view towards social media and remaining 7.3% have positive perception towards social media.

Objective 5:Association between genders of respondent and them having tried to cut back on their social media usage and failing.

Justification: Because all parameters are on nominal scale so we can use chi-square test to solve the above objective.

TABLE X. GENDER CROSSTABULATION ON "HAVE YOU TRIED TO CUT-BACK ON YOUR USE OF SOCIAL MEDIA BUT FAILED?"

Gender		Have you tried to cut-back on your use of social media but failed?		
		Yes	No	Total
male	Count	35	46	81
	% of Total Count	31.80%	41.80%	73.60%
female	Count	10	19	29
	% of Total Count	9.10%	17.30%	26.40%
Total		45	65	110
% of total		40.90%	59.10%	100.00%

Interpretation:From the table we conclude that 40.9% respondents have tried reducing their social media usage but were not successful in which 31.8% are male and 9.1% are female.Similarly, 59.1% respondents haven't tried reducing their social media usage of which 41.8% are male and 17.3 % are female.

H0: There is no relationship between gender of respondent and respondent trying to cut back on use of social media but failed.

H1: There is a significant relationship between gender of respondent and respondent trying to cut back on use of social media but failed.

TABLE XI. CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.673(b)	1	0.412		
Continuity Correction(a)	0.36	1	0.548		
Likelihood Ratio	0.682	1	0.409		
Fisher's Exact Test				0.511	0.276
Linear-by-Linear Association	0.667	1	0.414		
N of Valid Cases	110				

Since p-value (0.412) is > α (0.05) we do not reject H0, i.e. there is no relationship between numbers of aspirants who give mock test regarding sectional cut-offs. So not requirement for any further tests.

Objective 6:Identify favorable and unfavorable parameters affecting the perception of people towards social media.

Justification: As all the parameters have interval scale, using one sample t-test is appropriate to solve the above objective.

Assumptions:

H0: There is no opinion of a person towards social media i.e. μ = 3.

H1: There is a favorable/unfavorable opinion of a person towards social media i.e. μ ≠ 3

TABLE XII. ONE SAMPLE TEST

Variables	T	df	Sig. (2-tailed)	Mean difference	95% Confidence Interval of the Difference		Decision (α = 0.05)
					upper	lower	
I tend to compare my life with	-4.076	109	0	-0.44545	-0.662	-0.229	p < α, Reject H0
Sometimes I tend to spend less time with family & friends in-spite being with them	-1.972	109	0.051	-0.21818	-0.438	0.0011	p > α, Do not reject H0
It leads to the fear of missing out	-2.5	109	0.014	-0.26364	-0.473	-0.055	p < α, Reject H0
It has become a way of life	4.777	109	0	0.47273	0.2766	0.6689	p < α, Reject H0
I frequently check social media apps on my smartphone at work/home	5.155	109	0	0.58182	0.3581	0.8055	p < α, Reject H0

Interpretation:From above table, it is observed that at 5% level of significance, for 2nd parameter i.e. X8b (Sometimes I tend to spend less time with family & friends in-spite being with them), p-value is greater than α (0.05). So null hypothesis is not rejected, i.e. neither agree nor disagree (neutral), therefore, we conclude that there is no favorable and unfavorable perception for this parameter.

For the rest 4 parameters, i.e. I tend to compare my life with others/influencers (X8a), It leads to the fear of missing out(X8c), It has become a way of life(X8d), I frequently check social media apps on my Smartphone at work/home(X8e), p-value is less than α so we reject H0, therefore we can say that the average perception for the above mentioned parameters is different from 3, i.e. neither agree nor disagree, so further to identify the favorable and unfavorable perception we will refer to one sample statistics.

TABLE XIII. ONE SAMPLE STATISTICS

Parameters	N	Mean	Std. Deviation	Std. Error Mean	Decision
I tend to compare my life with others/influencers	110	2.554	1.14609	0.1092	Unfavorable
Sometimes I tend to spend less time with family & friends in-spite being with them	110	2.781	1.16037	0.1106	Unfavorable
It leads to the fear of missing out	110	2.736	1.10609	0.1054	Unfavorable
It has become a way of life	110	3.472	1.0379	0.0989	Favorable
I frequently check social media apps on my smartphone at work/home	110	3.581	1.18385	0.1128	Favorable

From the above table it is observed that the first and second parameters are giving unfavorable result since it is less than the mean value of 3. Rest two parameters are giving favorable values since it is more than 3.

Objective 7: To identify the favorable and unfavorable parameters towards the perception of social media of males and females.

Justification: All the parameters are on interval scale and the gender is on nominal scale with 2 options (i.e. Male and female), so we can use two independent sample t-test for solving.

Assumptions:

H0: There is no significant difference in the perception about social media with respect to gender, i.e. μmale = μfemale.

H1: There is a significant difference in the perception about social media with respect to gender, i.e. μmale ≠ μfemale

TABLE XIV. GROUP STATISTICS

Variables	Gender	N	Mean	Std. Deviation	Standard error mean
I tend to compare my life with others/influencers	male	81	2.6049	1.16918	0.12991
	female	29	2.4138	1.08619	0.2017
Sometimes I tend to spend less time with family & friends in-spite being	male	81	2.9012	1.18959	0.13218
	female	29	2.4483	1.02072	0.18954
It leads to the fear of missing out	male	81	2.8889	1.1068	0.12298
	female	29	2.3103	1.00369	0.18638
It has become a way of life	male	81	3.5679	0.98664	0.10963
	female	29	3.2069	1.14578	0.21277
I frequently check social media apps on my smartphone at work/home	male	81	3.6914	1.11402	0.12378
	female	29	3.2759	1.33354	0.24763

TABLE XV. INDEPENDENT SAMPLE TEST

Variables		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean differen	Std. Error	95% Confidence	
									upper	lower
I tend to compare my life with others/influencers	Equal Variances Assumed	0.478	0.491	0.769	108	0.443	0.191	0.248	0.301	0.684
	Equal Variances Not Assumed			0.797	52.9	0.429	0.191	0.240	0.290	0.672
Sometimes I tend to spend less time with family & friends in-spite being with them	Equal Variances Assumed	1.59	0.21	1.823	108	0.071	0.453	0.248	0.040	0.945
	Equal Variances Not Assumed			1.960	57.1	0.055	0.453	0.231	0.010	0.916
It leads to the fear of missing out	Equal Variances Assumed	0.454	0.502	2.473	108	0.015	0.579	0.234	0.115	1.042
	Equal Variances Not Assumed			2.591	54.1	0.012	0.579	0.223	0.131	1.026
It has become a way of life	Equal Variances Assumed	0.94	0.334	1.619	108	0.108	0.361	0.223	0.081	0.803
	Equal Variances Not Assumed			1.508	43.8	0.139	0.361	0.239	0.121	0.843
I frequently check social media apps on my smartphone at work/home	Equal Variances Assumed	1.909	0.17	1.634	108	0.105	0.416	0.254	0.088	0.919
	Equal Variances Not Assumed			1.501	42.8	0.141	0.416	0.277	0.143	0.974

TABLE XVI. TWO INDEPENDENT SAMPLE TEST

Parameters	Hypothesis	p-value	Decision (α = 0.05)
I tend to compare my life with others/influencers	H0a: μmale = μfemale	0.443	p > α, Do not reject H0
	H1a: μmale ≠ μfemale		
Sometimes I tend to spend less time with family & friends in-spite being with them	H0b: μmale = μfemale	0.071	p > α, Do not reject H0
	H1b: μmale ≠ μfemale		
It leads to the fear of missing out	H0c: μmale = μfemale	0.015	p < α, Reject H0
	H1c: μmale ≠ μfemale		
It has become a way of life	H0d: μmale = μfemale	0.108	p > α, Do not reject H0
	H1d: μmale ≠ μfemale		
I frequently check social	H0e: μmale =	0.105	p > α, Do not

media apps on my smartphone at work/home	μfemale		reject H0
	H1e: μmale ≠ μfemale		

From the above table it is observed that at 5% level of significance, the p-values for a,b,d, and e parameters are greater than α (0.05) so we do not reject null hypothesis. So, we can say that there is no significance difference in the perception about social media with respect to gender. Therefore, we can conclude that the opinion of male and female group towards these parameters is same.

For parameter c (It leads to the fear of missing out), p-value is less than α, so we reject the null hypothesis. So, we can say that there is a significance difference in the perception of male and female group towards this parameter of social media. So further to identify the favorable and unfavorable perception we will refer to group statistics

TABLE XVII. GROUP STATISTICS

Parameters	Mean		Decision
	Male	Female	
It leads to the fear of missing out	2.8889	2.3103	Perception of male age group is more towards neutral and for

Hence, it can be concluded that Perception of male age group considering that social leads to the fear of missing out more towards neutral and for female group is unfavorable.

Objective 8:Identify the perception of respondents with respect to impact of social media on our daily lives.

Justification: Impact of social media on our daily lives is on interval scale and positive/negative outlook are on nominal scale with more than 2 options, One-Way ANOVA can be used for analysis.

Assumptions:

H0: There is no significance difference in the perception of respondents with respect to impact of social media on our daily lives. i.e. μPositive = μNegative = μNeutral

H1: There is a significance difference in the perception of respondents with respect to impact of socialmedia on our daily lives.i.e. μPositive ≠ μNegative ≠ μNeutral

TABLE XVIII. ANOVA RESULTS

Variable		Sum of Squares	df	Mean Square	F	Sig.
I tend to compare my life with others/influencers	Between Groups	1.337	2	0.668	0.504	0.605
	Within Groups	141.836	107	1.326		
	Total	143.173	109			
Sometimes I tend to spend less time with family & friends in-spite being with them	Between Groups	0.463	2	0.232	0.169	0.844
	Within Groups	146.300	107	1.367		
	Total	146.764	109			
It leads to the fear of missing out	Between Groups	1.203	2	0.601	0.487	0.616
	Within Groups	132.152	107	1.235		
	Total	133.355	109			
It has become a way of life	Between Groups	2.516	2	1.258	1.172	0.314
	Within Groups	114.902	107	1.074		
	Total	117.418	109			
I frequently check social media apps on my smartphone at work/home	Between Groups	0.790	2	0.395	0.278	0.758
	Within Groups	151.973	107	1.420		
	Total	152.764	109			

Interpretation:From the above table it is observed that at 5% level of significance, the p-values are > α (0.05) so we do not reject H0. So, we can say that There is no significance difference in the perception of respondents with respect to impact of social media on our daily lives.

Objective 9:Identifying the perception of male and female respondents who have positive, negative or neutral perception towards social media on whether they tend to compare their life with other or influencers.

Justification: Choosing the parameter "I tend to compare my life" which is on interval scale and gender of respondent and perception of respondent towards social media are on nominal scale, hence Two-Way ANOVA can be used for analysis.

Assumptions

J.   IGender

H0: There is no significance difference in the male and female respondent on what they think about whether they tend to compare their life with others or influencers i.e. μmale = μfemale.

H1: There is a significance difference in the male and female respondent on what they think about whether they tend to compare their life with others or influencers i.e. μmale μfemale.

IIPerception of respondent towards social media

H0: There is no significance difference in the respondent having perception towards social media on what they think about whether they tend to compare their life with others or influencers. i.e. μPositive = μNegative = μBoth

H1: There is a significance difference in the respondent having perception towards social media on what they think about whether they tend to compare their life with others or influencers. i.e. μPositive ≠ μNegative ≠ μBoth

TABLE XIX. TEST OF IN-BETWEEN SUBJECTS EFFECTS

Dependent Variable:I tend to compare my life with others/influencers

Source	Type III Su	df	Mean Square	F	sig
Corrected Model	2.621[a]	4	0.655	0.49	0.743
Intercept	204.925	1	204.925	153.091	0
V1	1.793	2	0.897	0.67	0.514
V2	1.284	1	1.284	0.959	0.33
V1*V2	0.249	1	0.249	0.186	0.667
Error	140.551	105	1.339		
Total	861	110			
Corrected Total	143.173	109			

a. R Squared = .018 (Adjusted R Squared = -.019)

Interpretation: Since the p-value for gender (0.514) is greater than α (0.05), null hypothesis is not rejected. Therefore, we can say that there is no significance difference in the male and female respondent on what they think about whether they tend to compare their life with others or influencers. For respondents having perception towards social media, p-value (0.330) is greater than α (0.05), therefore the null hypothesis is not rejected in this case. This means that there is no significance difference in the respondent having perception towards social media on what they think about whether they tend to compare their life with others or influencers.

p-value for the combined effect of types of packaging and size of store is 0.667 which is greater than α (0.05), so we can say that even the combined effect has no impact on what they think about whether they tend to compare their life with others or influencers.

Further Exploration

The Internet platform evolves through an acquired usage and knowledge about how to use it, can check on-line, and look on the internet for recipes or a fast-lost booklet for a bit about equipment within the house, etc. Today, there's a web page on forums, podcasts, Twitter, Myspace, and Orkut. These area unit several the tools and technology related to a

recent development referred to as social networking and is gift all over. The that usage of social media platforms among teenagers throughout the Republic of India as well as other nations across the globe is a significant concern. Why are teens clamoring to these sites? Whose field segment are they transmitting to them? But are these places effective in their lives? Which field will they benefit from their participation? Area unites these on-line activities, such as face-to-face relationships, or the area unites them considerably different or synergistic? Since 2008, online social networking platforms like Instagram and Facebook have become popular destinations for tykes in the Republic of India. Throughout the nation, tykes have worked on, created detailed profiles, publicly expressed their Relationships with various people, and written extensive arguments back and forth.

A.   Characteristics of Social Networking Sites

Presentation of Oneself

The fundamental aspect of SNS entry is that of updating a 'account': a customized web account in which he / she presents himself / herself with colleagues, in texts, photos, videos and songs, among other features. Social media helps users to coordinate and arrange their mutual networks and accounts in the manner that various participants like to learn about them.

New ways that for Community Formation

While there have been ideas of interactive societies from the advent of internet apps, SNS encourages modern avenues for people to link to each other. Users of these platforms may opt to connect via a range of digital artifacts, such as tags and built-in SNS apps, such as the Facebook Visual Shelf application. People may be part of a network of book readers, linking to the books they like.

Ease of Use

The simplicity of the SNS is a significant attribute of its consistency. Anyone with simple net skills can render and maintain a site presence of SNS. Before SNS, users established a reputation on the site by getting a private landing page. Negatives have been that these homepages are not easy to customize and the design and maintenance of the web typically incurs costs. In the other side, the SNS area unit was completely free and ready to be connected to anyone. Several of those require a permit, whilst others prohibit participation by letter of invite from representatives of the WHO Area Unit who are already representatives of the web.

B.   User of Social media platform in Asian country

Social networking as 'a group of people| of individuals' and thus connections between them' About 800 million people have become victims of social networking in the Asian country. Around 350 million individuals have become perpetrators of face-to-face victimization. Social networking websites are extremely widespread among young people,

with the goal of attracting a large proportion of consumers of these pages. There has been a great deal of debate and concern over exposure of private data & thus the lack of identities that the program provides. A series with recent cases of violence and fraud have placed this issue in the public domain. The daily usage of social network sites is growing in the Asian world. In 2012, 1,800 million consumers in the region that can be viewed in the Asian world had their account in networking pages. Many of the consumer area units coated by Teenagers in the Asian world.

C.   Adverse Impact of Social Networking Sites on Youth

Reduced Learning & Research Capabilities

Youngsters have begun to focus on a lot of information that is readily available on these social networking platforms and hence on the Web. This hampers their capacity to understand and evaluate.

Multitasking

Students that participate in social networking practices when finding out about them contribute to a decrease in their centre of interest. It allows their lesson output to be that, and the attention to be tested well.

Reduction in Real Human Contact

The more researchers wait for such social networking platforms, the less money they spend for socialization nose to nose with others. It through their capacity to interact. We wouldn't be capable of communicating and interact us with anyone properly. Employers are getting a number and a number dissatisfied with the communication capabilities of recent students for this cause. The field of successful leadership skills is the secret to progress on the earth.

Reduces Authority of Language Usage and creative Writing Abilities

Graduates mainly usage offensive words or condensed word types on social media platforms. They are looking forward to computer synchronic linguistics and orthography search choices. It through their mastery of vocabulary and their creative writing abilities.

Time Wastage

Students, when searching and finding out online, become involved in mistreatment on social networking platforms and often overlook that they're mistreatment online. This loses their energy and, in addition, students are not willing to meet the timeline they intend to attach.

Loss in inspiration for students

The extent of the student's psychological profile is diminished with the usage of such social networking platforms. We find the simulated universe rather than collecting sensible data from the $64,000 planet. Outcome on Safety. In reality, the strong usage of these channels has an effect on both mental well-being and physical wellbeing. Students wouldn't have their meals on time to get the correct rest. They have an unsanitary volume of beverages to remain stable & concentrated, which negatively affects their wellbeing.

D.   The Productive Effect of Social media Platforms on Youth:

Social media is not for everyone, then it's just only a major component for all modern lifestyles, because we do not want to embrace or reject the reality that it is not going to be overlooked. But will the region unite social media like Facebook, Twitter, and Google+ with a permanent or evil force? As most requests, the region unites several angles to address this problem. Having also studied the negative effect of social media sites upon society, it was only appropriate to maintain order.
1.Increase solidarity for his or her mates
2.Decide on the newest mates
3.Speedy Correspondence

E.   The Constructive Effect of Social Media on Education

Social networking helps in increasing speed & efficiency for connectivity among college children. You become more likely to discuss meeting dates or exchange details easily, which may improve efficiency and make it simpler for them to know how to work together with teams.
1.Online networking gives graduates the knowledge they should have to succeed in the corporate environment. Getting the opportunity to shape related ties several several} people in several industries is an important part of the growth of a profession or of the creation of a company.
2.While utilizing modern technology much of the time, students gain a lot of awareness about computers and alternate computing tools. With an expanded emphasis on education and business development, this will help students develop knowledge that can take them across their lives.
3. Its flexibility at which graduates configure their account helps themselves to be very alert to basic design and layout factors which have not been usually taught in colleges. Create cv's &private pages, that are commonly viewed as personal profiles, significantly benefit through the freedom to customize the design and styles of social network pages.
4. The simplicity & pace at which people exchange photos, clips or storylines will culminated into more innovative job sharing. Having the opportunity to elicit immediate input from friends and family on their creative retailers allows things simpler for students to improve and grow their imaginative talents which can give a great deal of trust or help them determine what career direction they would continue to follow.

F.   Effect of social networking on societal issues

Corruption

That is the most significant activity impacting the values of culture, ethics and the core group. A International's 2010 estimates indicate that, last year, fifty-four Indians paid bribes to complete their research across various agencies and sectors. This daily manipulation seems to be a big downside for individuals who assess their lives using traditional approaches. In any case, everyone is vulnerable to corruption either as a responsible party either by being a perpetrator or a beneficiary. w (ipaidabribe.com) is one on each of the online social sites which seeks to take advantage of commonality of experiences & provides a medium for individuals to express the thoughts and see if others have come along.

Connotation of Blogs

Blog writing may be the next development in a online publication connecting news articles and websites. It enables person or cluster users to record their thoughts and results. Currently, any success personality or star retains their site logs and updates on a regular basis, thereby improving their output rating and obtaining available views and mass suggestions.

Integrating Communities

Social networking platforms add to the convergence of all the elements of the world as well as cultural groups and minority groups UN agency otherwise does not get the tangible proof that the house can identify their opinions and views. Via social media sites, people may communicate with one another regardless of face-to-face experiences and poses at the moment. Because these people don't seem to be alert to stuff, they're supposed to use these pages, they might lift their voices, so they may even be willing to engage. Because such social problems need frequent conversation, people can use networking platforms to talk sporadically or sometimes focus on the interests and those of others. Yes, in a nation like the Republic of India, we may conclude that social networking networks serve like an official UN agency to unite citizens on social problems such like inequality, girls' education, and human rights, etc.

Conclusion

Since the very invention of the Internet in 1991, it has been a platform for many digital revolutions, aired many industrial changes and most importantly has jolted personal lives. Life remained a personal fare for people, some used it as a platform as their stepping stone for better lives and success and some used it for scandals and trolls, anonymity being at its ever best. The youth/millennials/teens/window of opportunity for the bright India of tomorrow has been a massive, indispensable part of the intern et. Right from media influencers, celebrities, digital media agencies, all have come together to bring about this change in today's world.

The onset of what we call a simple 'profile' starts with basic information entering to those fill-in boxes which create a whole new world or would say space for the user. It brings the person a plethora of topics to choose from, some being general news, some being personal lives of other virtual 'friends' in your account.

From the review, it can be seen that the major bulk of the respondents use social media to stay informed, followed by interacting with friends, educational purpose and least preferred being job opportunities. In a country where unemployment is at alarming numbers, people don't seem to be delving much interest to it. It has also be seen that more than 50% of the respondents (millennials) indulge themselves on an average to 2-3+ hours of screen time.

As a popular belief, it is assumed by the older generation that greater time spent on phones or other electronic devices reduces family time and actual affinity among each other. But on the contrary, 80 respondents denied or remained neutral to this and said social media and their presence on them did not hamper their family time.

A very interesting observation has been where Social media has been considered as two-faced platform having its own cons and pros and majority agree to it. None of the female respondents thinks social media to be a negative source of knowledge. When asked, if they tried to reduce their screen time around 41% said that they were unsuccessful at it.

Social media responsibilities could be us setting up a time limit of usage of these social medias and spreading awareness about the effects and also the positive things.

There are many positive aspects to this wonderful two-edged technology which can benefit today's youth if they can use it to their advantage. The only thing to keep in mind is to understand what part of social media is useful and positive for oneself and which is detrimental to one's growth. So social media is quite helpful but if is being over consumed, would lead to destruction in your lifestyle. One should know the limits.

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