



A STUDY ON IMPACT OF SOCIAL MEDIA ON USERS OF INSTAGRAM, SNAPCHAT, X(TWITTER) AND WHATSAPP WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT:

Information and communication technology has changed rapidly over the past 20 years, with a key development being the emergence of social media. Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool. Authenticity, honesty and open dialogue are key. Social media not only allows you to hear what people say about you, but enables you to respond. Listen first, speak second. Mass media refers to the news and information that reaches large number of people whereas local media i.e. newspapers and regional radio station, serves the needs of the communities or areas in which they are located. This study is about to know the impact of social media on users of Instagram, Snapchat, X(Twitter) and WhatsApp in coimbatore city.

INTRODUCTION:

Media describes all channels of communication, including everything from printed paper to digital data. Media comprises news, art, and any form of information that can reach or influence people, including the television, books and internet.

Mass media refers to the news and information that reaches large number of people whereas local media i.e. newspapers and regional radio station, serves the needs of the communities or areas in which they are located.

Media plays a key role in people's everyday lives as it helps educate them and enables them to keep updated day-to-day news. Sometimes called the Third industrial revolution, digital revolution, refers to the move from analog electronic devices to digital technology. The era started to emerge in 1980's and continues today. The digital revolution started with one fundamental concept: the internet.

The invention of internet and the World Wide Web in the 1960's and 1970's transformed information sharing and international communication. The internet allows the transfer of data and information worldwide, connecting devices, organisations and people.

Social Media refers to the array of applications such as Instagram, WhatsApp, Snapchat, Twitter through which the people share information. Social media helps the development of online social networks by connecting user's profile with those of other individuals or groups. Social media outlets differ from traditional media including quality, reach, usability and social media outlets operate in a dialogic transmission system (many sources to many resources) whereas traditional media outlets operate under a monologic transmission model (one source to many receivers).

IMPACT OF SOCIAL MEDIA:

Social media continues to grow as a form of communication and entertainment. Social media impact society in the following ways:

- Spreading educational materials and information efficiently.
- Creating new channels that companies can use to recruit and hire new employees
- Allowing a platform for group discussion and opinion sharing.
- Producing new jobs associated with the social media networking.

IMPORTANCE OF STUDY:

This study concentrates on the Impact of social media on users of Instagram, WhatsApp, Snapchat, Twitter. Social networking technologies allows one to share a thought. It helps a person from one end of the world to connect and exchange their ideas with a person on the other end of the world. Students can utilize social media to spread social awareness and kindness.

Many organisations have created their own page in the social media and share information with the other users. Social media have larger impact on the recruitment process. Brand loyalty occurs when a company forms a fruitful and honest relationship with its customers. Social media offers a platform for a company to interact with their customers and form a sacred bond, making social media marketing an important part of digital marketing.

OBJECTIVES OF THE STUDY:

- To study the influence of social media
- To understand the purpose of using social media
- To understand the impact in terms of educational learning

SCOPE OF THE STUDY:

Social media offers young people several benefits and opportunities, including access to the information, informal learning opportunities, interest – based groups, development and maintenance of friendship. Social media can promote positive understanding of the human behaviour and have beneficial and detrimental effects on the education, social norms and political awareness among youth.

Businesses have realized that they can use social media to generate insights, stimulate demand and create targeted product offerings. These functions are important in the world of E- Commerce. Many studies have suggested to implement social networks within the workplace can strengthen knowledge sharing. This result is to improve project management activities and enable the spread of specialized knowledge.

STATEMENT OF PROBLEM

Social media plays a major role in our day-to-day life. Most of the times social media acts as a deciding factor in various issues. Here we are going to study the impact of social media on users of Instagram, Snapchat, WhatsApp and X (Twitter).

LIMITATIONS OF THE STUDY

- Time taken for this study is limited.
- Data collection period is February 2023.
- As the sample size is 120, the study results cannot measure the whole.

TOOLS OF COLLECTION OF DATA:

For the purpose of the study both Primary and secondary data have been used. Primary data were collected from the respondents by distributing questionnaires. The questionnaires are designed in such a way that it covers all aspects of the study. Effort was made to present the questionnaires as simple as possible and also clear cut.

FRAMEWORK OF THE ANALYSIS:

Data collected through questionnaires were prepared in the master table. In order to analyse and interpret the data .

- Weighted Average Score Analysis
- Chi Square Analysis .

REVIEW OF LITERATURE:

Bernard John Kolan (2018) conducted study on Effect on Social Media on Academic performance of students in Ghanaian Universities. This study has founded that the different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks and it also describes social media “as a two edged sword”.

Reddy (2019) assessed the parental training status and change of young people and noticed the parental religion, pay, and instruction didn't have any impact on change factors, yet there was change in parental mentality among various strict gatherings. The review uncovered that the area of guardians affected distinctly on the elements of social change and parental disposition.

Sharma (2020) led a review on the financial status and human qualities and depicted that young people were answerable for their investigations and advancement based on their financial status. The researcher noticed that age, sex and social class factors had huge relationship with the change example of young people

Ruggiero (2020) investigated the connection between media administrations and delight of crowd and composed a definitive book on utilizations and satisfaction hypothesis in the 21st century. The scientist involved through systematic methodology and factual strategies to recognise satisfaction typologies and research related factors.

Kaye (2020) evaluated the utilizations and clients of weblogs through web based overview strategy and saw that weblogs satisfied the instructive prerequisites of the clients impressively. The review uncovered that the clients had various inspirations and acquired better openness to current undertakings which affect their everyday lives.

OVERVIEW:

SOCIAL MEDIA:

Social media is a tool that has become immensely popular among all ages due to its user-friendly interface. The youth are the most prevalent social media user demographics, which is both remarkable and concerning. Social media has become an integral part of our lives, revolutionizing the way we communicate, share information, and connect with others.

Its platforms have provided us with unparalleled opportunities for networking, expressing our opinions, and accessing a vast range of information. They have facilitated global conversations, bridging distances and promoting cultural exchange. However the addictive nature of social media and the spread of misinformation pose significant challenges.



WHATSAPP:

WhatsApp is a messaging app that lets you chat with friends, family and clients. It lets you send and receive messages, make voice and video calls, and share photos, videos and documents. WhatsApp is free to download, and it's available for Android, iPhone and BlackBerry. WhatsApp is part of Meta (former Facebook). It launched in 2009 and now has over 1 billion users in over 180 countries.

SNAPCHAT:

Snap Inc. is an American camera and social media company, founded on September 16, 2011, by Evan Spiegel, Bobby Murphy, and Reggie Brown. The company was named Snapchat Inc. at its inception, but it was rebranded Snap Inc. in order to include the Spectacles product under the company name.

INSTAGRAM:

In 2009, Kevin Systrom, a 27-year-old Stanford University graduate, working at Nextstop, travel recommendations startup. Systrom has previously worked at Google as corporate development associate. While Systrom had no formal training in computer science, he learned to code on nights and weekends while working at Nextstop. He eventually built a prototype of a web app called Burbn, which was inspired by his taste for fine whiskeys and bourbons. The Burbn app allowed users to check-in, post their plans, and share photos. Although at the time, location-based check-in apps were very popular, the photo-sharing feature of Burbn was very unique.

X(Twitter) :

X, formerly known as Twitter is a social media website based in the United States. It is one of the world's largest social networks. Users can share and post text messages, images and videos known as Tweets. X also includes direct messaging, audio and video calling, bookmarks, lists, communities and spaces. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. Twitter Inc. was based in San Francisco, California

ANALYSIS AND INTERPRETATION OF DATA:**WEIGHTED AVERAGE SCORE ANALYSIS :****FACTORS MOTIVATING TO USE SOCIAL MEDIA**

Motivating Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Total	Weighted average score	Rank
Social media helps in collecting information for studies	35	61	51	2	1	577	3.85	3
Social media helps in assignments and projects	21	92	29	3	5	571	3.81	4
Can get access to various subject experts through social media	33	69	44	3	1	580	3.87	2
Social media helps in learning beyond my curriculum	30	86	26	5	3	585	3.9	1

INTERPRETATION:

The above table speaks about the factors motivating respondents to use social media. Social media Helps in learning beyond my curriculum stands first among all factors. Getting access to subject experts through social media stands second and collecting information for studies and helps in assignments and projects stands third.

RESPONDENTS OPINION ON SOCIAL MEDIA

Opinion	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Total	Weighted average score	Rank
Social media has negative impact on your academic success	24	55	62	7	2	542	3.61	3
Social media drains	15	89	42	3	1	564	3.76	2

your time								
Social media has an effect on users mental health	32	77	36	4	1	585	3.9	1

INTERPRETATION:

The above table speaks about the respondents opinion about social media. Social media has an effect on users mental health stands first and followed by social media drains your time and it has a negative impact on your academic success at number 2 and 3 respectively.

FINDINGS:**WEIGHTED AVERAGE SCORE:**

- The factors motivating respondents to use social media. 'Social media helps in learning beyond my curriculum' stands first among all factors. 'Getting access to experts through social media' stands second and followed by 'collecting information for studies' and 'helps in assignments and projects' at number 3 and 4 respectively.
- The respondents opinion about the social media. As per the results of table 'Social media has an effect on users mental health' stands first and followed by 'social media drains your time' and 'it has a negative impact on your academic success' at number 2 and 3 respectively.

SUGGESTIONS:

- Social media are mostly used by the young people. From the results of table shows that mental health of the respondents get affected due to social media usage.
- Almost all students are active on social media. It leads to a distraction and it may take away from your goals so you may focus on some physical activities too.

CONCLUSIONS:

Everyone feels that being engaged in social media keeps them updated everyday. Though it keeps them updated social media affects their mental health and it distract them from their goals and achievements.

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