A Study on Social Media Networking and its Impact on Daily Life with Special Reference to Young Adults in Television Media

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ABSTRACT

Social Media has become a boon of today as it actively engages people on internet. It plays a vital role in means of communication and a creative activity, specifically among young adults around the globe. Mass Media like TV, Radio, and Advertising have also started to follow the route of social media. According to Nielsen (2011), internet users prolong to spend more time with social media sites than any other type of site. Engaging the audience with a two-way conversation seems to be the key for success in social media. Facebook is the epitome of a successful social media network. Other networking sites like Twitter, Google+, Linked-in, MySpace, Bebo etc. fall under this category. Social Networking sites have increased their user base recently where they are able to share content, photos, videos, shop online and many more. They also serve to be an essential tool for mass media to track their audience and also for the people working in it to build contacts. The main function of mass media is surveillance of environment, interpretation of information and prescription for conduct and transmission of heritage. This is made easy with the help of Social networking sites. This study emphasizes about the awareness of social networking among young adults and their impact on daily life. The study has taken sample between the age group ranging from 16 to 30 who are termed as young adults working in television media.

Key Words: Social Media, Mass Media, social networking, impact, young adults.

INTRODUCTION

Social media is a huge platform today to share information online. As defined by Andreas Kaplan and Michael Haenlein (2010) social media is “a group of Internet-based applications that build on the ideological and technological foundations that allow the creation and exchange of user-generated content.

Social media is collaborative media where sharing is done through public platforms or semi-private platforms that have a group of subscribed users (Collins, Rahilly, Richardson and Third, 2011). It is collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media is becoming an integral part of one’s life. There are various types of social media such as blogs, forums, bookmarking, etc., but more attention today is given to social media networking.

Social Networking is an online platform which facilitates the building of social relations among people. It consist a representation of each user, colloquially speaking profile where one shares his personal information, work information, social links, and a variety of additional services. Mass media itself is a huge platform to connect with audience. Social Media plays a vital role with people engaged in mass media.
LITERATURE REVIEW

Previous research suggests that the symbolic world portrayed in the media (particularly television) may differ from the real world in important ways—the televised world is more violent (Gerbner, Gross, Morgan, & Signorielli, 1980), more youthful, offers employment that is high-status but requires low effort, and over-represents traditional gender roles and stereotypes (Morgan, 1982; Rothschild, 1984). Social media serves to be a platform where the realistic world is shown as it is. Social networking services (SNS) are progressively more popular amongst young people regardless of geographical location, background and age. Boyd & Ellison (2008) define SNS as “Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system”.

The rapid uptake of SNS practices by young people signifies an ideal shift in young people’s” use of the internet primarily for information and entertainment to one of communication. Young people are consuming, producing, sharing and remixing media. This has led to the claim that today’s young people are producers” they actively produce and consume media (Bruns 2008). This participatory behavior actively engages young people in creative content production.

Social networking sites (SNS) in particular have had a profound effect by changing the nature and efficiency of communication processes in both business and private life (Beck, 2007). Tapscott and Williams (2006) consider social networks as an integral part that spreads widely in communication landscapes. Charlene Li and Josh Bernoff (2008), analyzed through 25 real world cases of how companies increase their market knowledge, generate income, save money and mobilize their employees using “social technologies.

Facebook is considered to be the world’s largest entertainment network having more than 500 million members (Washington/Miller, 2009; Facebook, 2011). LinkedIn has about 90 million users, serving to be the most popular business network in the world (LinkedIn, 2011). Ellison, Steinfeld & Lampe (2007) suggest that Facebook is used to strengthen “offline” friendships more than to meet new people.

Social networks have also been considered to be a new device for collecting information. SNS are also progressively being used by young people for active job-seeking and career development (Hermeier/Seng (2009).

RESEARCH OBJECTIVES

To examine the awareness of social media networking among young adults.
1. To determine the impact of social media networking in the daily life of young adults.
2. To analyze the relationship between social media networking and career growth.

METHODOLOGY

This study is an empirical research with a sample of 100 young adults in Chennai, Tamil Nadu. The samples are constituted from television media belonging to the age group of 16 to 30 years. Purposive quota sampling technique was used. The data was collected through a structured questionnaire from the respondents. Likert’s 5 point scale was used to get the opinion of the respondents. The data obtained were subjected to simple percentage analysis and statistical analysis like co-relation and regression analysis.
SAMPLE COMPOSITION

TABLE 1

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>77%</td>
<td>Professionally Qualified</td>
<td>19%</td>
</tr>
<tr>
<td>Female</td>
<td>23%</td>
<td>Under Graduate</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post Graduate</td>
<td>58%</td>
</tr>
</tbody>
</table>

Age  

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
<th>Occupational Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 – 25 years</td>
<td>38%</td>
<td>Lower Level</td>
</tr>
<tr>
<td>26 – 30 years</td>
<td>62%</td>
<td>Middle level</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Upper level</td>
</tr>
</tbody>
</table>

77% of the respondents were male and 23% were female respondents where 62% belong to the age group of 26-30. 58% of the respondents are post graduates and 50% of the respondents are working in mid-sector.

LIMITATIONS OF THE STUDY

The present study has the following limitations:

The main objective of the study was to examine the impact of social networking among young adults in the age group of 16 to 30 years. Hence this study does not focus on other age group.

This study does not concentrate on other streams of mass media such as radio, newspaper, advertising etc.

There are many variables that affect a young adult in social networking, but the study is confined only to a few selected variables.

FINDINGS AND RESULTS

Awareness of SNS and medium through which accessed

This study reveals that all the 100 respondents are aware of social networking site (SNS). About 41% of the respondents are aware of SNS even when it started during the year 2004.

Chart 1 reveals that Facebook is the most attracted SNS as of today, as 88% of the respondents have an account in it.
Chart 2 infers that 29% of the respondents are using their home PC to access SNS and 44% use mobile as their medium.

**Reasons for using SNS**

Chart 3 reveals that the main reason to access an SNS would be entertainment as 47% of the young adults agreed to it. 24% say that to be social would be their reason to be in a social networking site.

**Impact of social media networking in daily life of young adults**

There has been a great deal of speculation about the impact of social networking sites (SNS) on young adults’ lives. People fear that social media has a negative impact on their lives but it was revealed from the study that most of the young adults are in constant touch in SNS.
Chart 4 reveals that without SNS young adults are not completing their day. Whatever might be the reason about 43% of the respondent’s access SNS several times a day with minimum 30 minutes to 1 hour as 73% of the respondents agree to it? Whatever might be the reason young adults keep checking their updates on a day to day basis.

The following hypotheses were tested using co-relation analysis.

**H₀₁:** There is no actual correlation between time spent on SNS and the type of media/place used to login SNS.

**TABLE 2**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time spent</td>
<td>-.605**</td>
<td>.000</td>
<td>100</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

From the above table it is inferred that the hypothesis was supported. Time spent on SNS correlates significantly with Type of Media/Place used to login SNS. \( r = -.605, p < .01. \)

**Relationship between social media networking and career growth**

**H₀₂:** There is no actual correlation between SNS as a platform for career development and gender.

**TABLE 3**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>-.222*</td>
<td>.027</td>
<td>100</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.05 level (2-tailed).**

From the above table it is inferred that the hypothesis was supported. Gender correlates significantly with SNS as a platform for career development. \( r = -.222, p < .05. \)
The following hypothesis was tested using regression analysis.

**H_{03}: There is no significant association between SNS contacts being professionally related and career opportunities.**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.641^a</td>
<td>.411</td>
<td>.405</td>
<td>.688</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), career opp

**TABLE 5**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>.32.467</td>
<td>1</td>
<td>.32.467</td>
<td>68.510</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>.46.443</td>
<td>98</td>
<td>.474</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>.78.910</td>
<td>99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: professionally related
b. Predictors: (Constant), career opp

**TABLE 6**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.610</td>
<td>.235</td>
<td>2.593</td>
<td>.011</td>
</tr>
<tr>
<td>Career opp</td>
<td>.618</td>
<td>.075</td>
<td>8.277</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: professionally related

The ANOVA table 5 indicates the regression is statistically significant (F (1, 98) = 68.510, p<0.001). The F-test tests the H_{03}: β1=0 vs. H_{a3}: β1≠0. Clearly there is strong evidence against H_{03}. Therefore SNS contacts being professionally related correlates significantly with career opportunities.

**CONCLUSION**

With the advent of blooming social media, social networking site has become a most accessible tool to the young adults as of today. They prove to be of essential need today but young people get addicted towards it purely for entertainment basis but still mass media employees use it wisely in building contacts and professionally grow up their career ladder. The above study reveals that almost all are in any one of the SNS with one or more accounts just to be a part of it. People of mass media actively use to for various reasons which in turn provides what they need. SNS continuously prove to be a threat as it’s said to be a victim of social bullying, safeguarding one’s privacy would be a question mark as everyone has the access to view one’s profile. SNA also kills one’s time and affects their daily routine in spite of it providing ample information. But still SNS benefits one in shaping oneself. According to several studies the benefits of SNS are as follows:

- Career Growth
- Creativity
- Individual Identity
- Self Expression
- Strengthening interpersonal relationship
- Sense Of belonging & Collective Identity
Social Networking Services (SNS) are significant players in this era which helps in transformation of communication practices, opens new spaces and processes of socialization and impacts traditional social structures. These effects are particularly relevant for the most frequent users of SNS – young adults.

REFERENCES