Dr. P Thirumoorthi
Assistant Professor, PRIMS,
Periyar University, Salem -11,
Tamilnadu.

C. Ramesh kumar
Ph.D Research Scholar,
PRIMS, Periyar University,
Salem.

A study on the impact of social sites among the youngsters with special Reference to Vishnu computers in Erode District

P Thirumoorthi, C Ramesh kumar

Abstract
Social networking sites are now available to cater to one's immediate social needs of the youngster. They cater almost all types of sociological and psychological needs in a lowest price to common man. The main aim of this paper is to cater and to know the influence of social media on youth social life and direct the youngster for the right utilization of social media in Vishnu Computers in Erode District. This paper also show relative benefits and give preference to social media for youth. The attitude of youth towards social media and the time spent on social media also measured in this research paper. A questionnaire was framed and has been distributed to 80 respondents to bring out right evaluation to obtain the objective in Vishnu Computers in Erode District. This paper shows the importance of social network and the right utilization of social network, which benefits youngsters.

Keywords: Social Sites, Online Buying, Life Style, Young user

1. Introduction

The world has been made flat by the World Wide Web. Today, we live in a world where contacting someone, sharing our journeys as well as our thoughts is just one click away. Social networking sites are now available to cater to one's immediate social needs. The networking sites have made it possible for us to chat with friends who live in distant places as well as share with them pictures and videos of whatever we are up to instantly. Today, it is very hard to find a teenager who doesn't have a Yahoo, a Gmail, a Face book, or a Twitter account which they use to keep in touch with friends, to express or share what they have in mind and to use for school-related purposes. No doubt, Social Networking Sites are of great help in the youth's daily life. Also there are many potential benefits in social networking sites. The Social networking sites can provide opportunities for new relationships as well as strengthening existing relationships, whether the friends are close to home or across the world. Online social media have gained amazing worldwide growth and popularity which has led to attracting attention from huge number of researchers globally. Although with time all generations have come to embrace the changes social network has brought about, teenagers and young adults are the most fanatic users of these sites. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly. When using these sites such as *Twitter, Facebook or My Space*, there are both positive and negative effects on the youngsters. Social media sites have provided a platform whereby the youngsters can create groups and pages based on their common discipline and end up building connections and opportunities for their respective careers by updating various topics to discuss. Youth who have been interviewed they say that social media has become their lifestyle and it makes their lives easier and efficient. In addition social media helps the youth and any other user updated with what is happening around the world, help the teenagers stay connected and interact with each other even if they are many miles apart.

Correspondence
Dr. P Thirumoorthi
Assistant Professor, PRIMS,
Periyar University, Salem – 11,
Tamil nadu.

This strengthens their relationship even if they finished school and moved to different locations they stay connected and update one another.

Statement of the Problems
The study was design to analyzed the impact of social media on youngsters, how social media is Influencing on youth in different aspects of social life, educational learning, trends adopting, and so on

Significance of the Study
This study is expedient to apply social media in right direction for youngsters and create cognizance among youth that proper use of social media become a solid instrument to educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youngsters it is also create an responsiveness that how it is effecting the Social life the get worse social norm, society standards and ethics of society and create awareness among youngsters the aspect of social media.

Objectives of the Study
1. To analyze the influence of social media on youth social life.
2. To evaluate direction of youngster to utilizing social media.
3. To assess the beneficial and preferred form of social media for youth.
4. To evaluate the attitude of youth towards social media and measure the spending Time on social media.
5. To recommend some measure for proper use of social media in right direction to Inform and educate the people.

Hypothesis of the Study
1. There is no association between gender and overall opinion about social sites.
2. There is no significant relationship between age and interaction with people to develop knowledge

Review of Literature
Shabnam S. Mahat (2014)[1] Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5 years, usage of such sites has increased among preadolescents and adolescents. Out of 75% of teenagers owning cell phones, 25% use them for social media,24% use them for instant messaging and 54% use them for texting (Hinduja S. & Patchin J, 2007)[2]. Positive out comes from these technologies as jobs found through LinkedIn or political activities organized via Facebook.
Sebastián Valenzuela (2008)[6] This study examines if Face book, one of the most popular social network sites among young adults in the US, fulfils the promise of civic journalism: to spark attitudes and behaviors that enhance public life and civic action. Using data from a random web survey of college students in Texas. We find moderate, positive relationships between intensity of Face book use and students' life satisfaction, social trust, civic participation and political engagement. The associations between Face book

usage and students' social capital are detectable even when taking demographic, socioeconomic and socialization variables into account. These findings highlight important lessons for journalists and media interested in reconnecting individuals, especially young adults, to society and public life.
Abed Abedniya (2010) [7] The Internet and the World Wide Web have become two key components in today's technology based organizations and businesses. As the Internet is becoming more and more popular, it is starting to make a big impact on people's day-today life. As a result of this revolutionary transformation towards the modern technology, social networking on the World Wide Web has become an integral part of a large number of people's lives. Social networks are websites which allow users to communicate, share knowledge about similar interests, discuss favorite topics, review and rate products/services, etc. These websites have become a powerful source in shaping public opinion on virtually every aspect of commerce. Marketers are challenged with identifying influential individuals in social networks and connecting with them in ways that encourage viral marketing content movement and there has been little empirical research study about of this website to diffuse of viral marketing content. In this article, we explore the role of social network websites which has influence on viral marketing, and the characteristics of the most influential users to spread share viral content. Structural equation modeling is used to examine the patterns of inter-correlations among the constructions and to empirically test the hypotheses.

2. Methodology of the Study
The descriptive method was used to carry this study. And survey type research was conducted, through the questionnaire public opinion and perception was discriminate about the impact of social media on youngsters and statements was developed related to the various aspect of youngster's life and society.

3. Design of the Study
The descriptive research was conducted by using the procedure survey method that is a type of methodology in social sciences studies.

Populations: The population of the study contains youngsters of Erode city visiting Vishnu computers Centre Erode for browsing sites.

Sample: The researcher used convenience sampling method. The sample consists of youngsters who access social sites at Vishnu computers, Erode.

Statistical Analysis: Statistical Package for the Social Sciences (SPSS) was used for the data analysis and Interpreted. All collected data was entered at SPSS sheet to analyze the data, to separation the Findings and representation the data in appropriate form, to draw the diagrams and tables.

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[1] Shabnam S. Mahat (2014). "Impact of social networking Sites (SNS) on the youth" Sinhgad Institute of Management and Computer Application.

4. Data Analysis

Table 1

Socio-Economic Profile		No. of Respondents	Percentage
Gender	Male	70	59.32
	Female	48	40.67
Age	Below 20 Years	12	10.16
	20 to 25	86	72.88
	26 to 30	18	15.25
	Above 30	2	1.69
Educational qualification	Diploma	4	3.38
	UG	22	18.64
	PG	68	57.62
	Professional	24	20.33
Family income	Less than 30,000	94	79.66
	30,000 to 40,000	18	15
	More than 40,000	8	5.08
Minimum spending hours in browsing centre	Less than one hour	26	22.03
	One hour	72	61.01
	Two hours	8	6.77
	More than 2 hours	12	10.16
Purpose of using social sites	Sharing photos	12	10.16
	Update knowledge	64	54.23
	Time pass	10	8.47
	Network development	32	27

Table 2: Reliability of Scales and Item-Construct Loadings- Factors Related To Opinion about Impact of Social Sites among the Youngster

S. No.	Items	Scale Mean If Item Deleted	Cronbach's Alpha If Item Deleted
X_1	Through the social Sites I can learn more information and be familiar with new trends.	21.83	.705
X_2	The social sites providing complete security to my personal profile.	21.28	.712
X_3	Through the social sites I can improve contacts / networks.	21.57	.665
X_4	I did not experience abuse online through social site.	21.13	.721
X_5	I am completely happy while using the social sites.	21.44	.669
X_6	Through the social sites I can interact with many people / specialist to develop my knowledge	21.54	.672
X_7	I can expose my ideas, opinions, viewpoints and thoughts through social sites	21.49	.650
X_8	The social sites take very close to my friends and relatives around the world.	21.33	.660
X_9	The social sites developed a positive attitude, and expressing my individual identity	21.52	.668
X_{10}	Through the social sites I can share content of self-expression such as art work, music and so on.	21.61	.655
	Mean		23.86
	Variance		15.085
	Std. Deviation		3.88
	Cronbach's Alpha		.702
	No. Of Items		10

Above table reveals that all the ten measurement scale items are reliable as the Cronbach alpha coefficient of 0.702. It is equal to the threshold level of 0.70. It's provided good estimates of internal consistency reliability and also coefficient alpha values ranged from 0.655 to 0.721 for all the constructs. It is indicating that the scales used in this study were reliable. It clearly indicates that above scale items are consistent with each other and they are reliable measure of factors influencing from X_4(I did not experience abuse online through social site) to X_{10}, (Through the social sites I can share content of self-expression such as art work, music and so on). So that it can be used for next analysis.

Table 3

S. No.	Gender	overall opinion about social sites					
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
1.	Male	12	40	16	nil	2	70
	Frequency	17 %	57%	23%	nil	3%	100
2.	Female	14	26	8	nil	Nil	48
	frequency	29%	54%	17%	nil	Nil	100
	Total	26	66	24	nil	2	118

Interpretation

Above table indicates 57% of the male respondents are satisfies about social sites. And 54% of the female respondents are satisfied about social sites and 29% of the female respondents said highly satisfied about social sites.

Table 3.1

Chi-Square Tests			
	Value	Df	Asymp. Sig.(2 sided)
Pearson Chi-Square	3.821345	3	0.281

Ho: There is no association between gender and overall opinion about social sites

Interpretation

Since the P value is greater than 0.05 Null hypothesis is rejected at 5% level of significant, hence there is a significant association between gender and opinion about social sites.

Table 4

Chi-Square Tests			
Pearson Chi-Square	Value	df	Asymp. Sig. (2 sided)
	29.59138	12	0.003

Ho: There is no significant relationship between age and interaction people to develop knowledge

Interpretation

Since the P value is less than 0.05 Null hypothecs is rejected at 5% level of significant. Hence there is no significant relationship between age and interaction in the people to developing the knowledge.

Findings and Discussions

This study has shown that maximum of the respondents said they did not face/meet any abuse in social sites. And they also said the social sites protecting their personal details. Meanwhile the respondents said the social sites help them to improve their knowledge and develop their network widely. Same time the respondents are feeling happy while using social sites. The respondents are also said they spend time in social sites minimum one hour per day. These findings suggest that in general maximum of the respondents are happy while using social sites and they agree its helps them to develop their knowledge and skills. Nowadays social network plays an essential role in teenagers' lives. Most youngsters are spending at least an hour in these popular social media sites. Generally, 1 out of 7 minutes which are spent online by most of those who can access internet is spent on Facebook. One may ask how spending all that time on the social media sites may have a positive impact on them.

5. Conclusion

No doubt that Social networking sites has great impact on youngsters. There are many questions arise when we think about the impact of these Social Network Sites that what does it mean to manage online privacy in an ethical manner? How do online spaces facilitate and undermine ethical thinking about privacy? How much personal information is reasonable to share online? Young people who share personal experiences online taking steps to protect their own and others' identities, and are these steps sufficient? Is it reasonable for young people to expect a certain measure of privacy when it comes to their online lives? Who is at fault when an unintended audience can read a young person's

revealing blog or Myspace page? So we should focus on the ethical use of these Social Network Sites so that it serves our society in a right way and the youth can play an important role because Social Sites are a slip-up and curse both for the Indian society. In one hand it provides away to connect our beloved ones, helps to develop knowledge on the other side it gives a platform that become danger for Indian heritage and culture.

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