The Study Examines the Impact of Social Media on Adolescent in Puducherry

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Abstract

Social media (SM) has a high impact on young people's life. It is a simple method for kids to interact with individuals in their local community. Youth are impacted by SM in both positive and harmful ways. One definition of adolescence is the time between adolescence and adulthood. By keeping them informed about a range of topics for debate, SM platforms give young people the ability to build groups and pages based on their shared interests and disciplines. They also create connections and chances for their life. This study looks at how SM use affects adolescent students, particularly college students studying several of arts and sciences. As a result, we ought to exercise self-control and usage awareness, and educating ourselves about SNS will help lessen teen addiction. Everyone should be familiar with social networking sites, not only parents and educators. The young people of today are really mature. Taking care of our grandparents, visiting villages for festivals, playing traditional games, and chatting with friends and family in person are some of the ways that teenagers split

their world. The study concluded that Ho1 and Ho2 are accepted at the 5% level, and Ho3 and Ho4 are rejected at 1% level.

Keywords

Social media and Social Networking Sites, Adolescent, Addiction

JEL: M3

Introduction

The main purpose of this study is to investigate the impact of SM on adolescents in Pondicherry. Teenagers are affected by the new technologies in both positive and negative ways. Social Network Sites (SNS) use is beneficial, but we want to closely monitor them. There are instances when a change is unquestionably necessary. The majority of teenagers uses of the internet and maintain profiles on several SNS. Teenagers, parents, and educators must all be responsive of the risks and hazards associated with using these sites.

The term "social media" describes a range of technological tools that facilitate information and idea sharing. It is alleged that SM promotes hate speech and false information while also aiding in the development of communities. The biggest SM networks in the world are WeChat, Instagram, WhatsApp, Facebook, and YouTube.

SM allows teenagers to create online personas, interact with others, and create social networks. Teens can find assistance from people who have similar interests or experiences through these networks. Teenagers who feel alone or lack offline social support may find this kind of support particularly beneficial.

An online platform that lets users make a public summary and communicate with other users is called a SNS. On most SNS, an innovative user can submit a list of people they want to split a relation with, and those individuals can then approve or disapprove the connection. The innovative user can search the networks of connections to find more connections after they have been made.

Types of SM marketing in 2024 include:

a. **Influencer marketing**: Brands may increase their reach and credibility by collaborating with influencers.
b. **Content marketing**: Content creation and sharing are done to draw in and keep audiences interested.
c. **Paid media marketing:** Using targeted SM strategies to deliver content to specific demographics.
d. **Social commerce:** Using SM platforms as a primary shopping destination.
e. **SM for customer support:** Using SM to meet customers and provide personalized interactions.
f. **Augmented reality:** Integrating augmented reality (AR) with SM to improve customer engagement.
g. **Video:** Using video as a key part of a SM strategy.

h. **Personalization:** Personalizing content and interactions to improve engagement.

i. **User experience:** Focusing on improving the user experience.

j. **AI:** Using artificial intelligence (AI) to shape social media.

Benefits of SM marketing:

a. **Brand awareness:** SM can increase brand recognition and help firms reach a wider audience.

b. **Customer loyalty:** SM can help businesses make dealings with customers and foster loyalty.

c. **Search engine rankings:** SM can help improve a brand's search engine rankings.

d. **Cost-effectiveness:** SM can be a less expensive option than traditional advertising methods.

e. **Customer insights:** SM can provide businesses with information about their customers, including their interests, shopping habits, and more.

f. **Real-time feedback:** SM can provide businesses with real-time feedback from customers.

g. **Increased traffic:** SM can help drive traffic to a business's website.

h. **Improved customer service:** SM can help businesses improve customer service and create one-to-one relationships.

i. **Increased ROI:** SM can help businesses see greater returns on investment.

Figure A
Most popular social networks worldwide in 2024
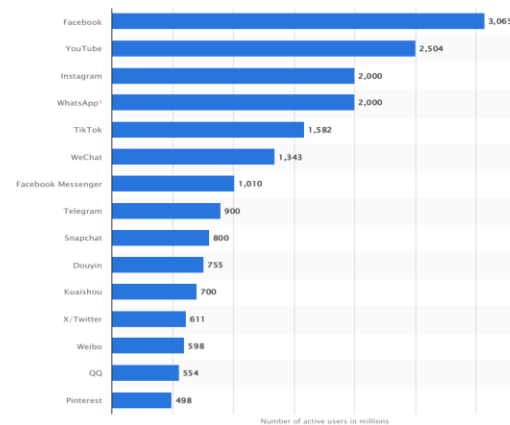
Source: Statista

Review:

Manjunatha (2013) SNS allow users to interact with other users and create a public profile. Most of the time, SNS allow new users to submit a list of people they would want to share a link with and then allow those people to accept or decline the link. After establishing relatives, the innovative user can investigate through the networks of family to discover further relations.

Rithika and **selvaraj** (2013) a SNS is an online community where users can connect with one another and create a public profile. SNS usually let innovative users submit a list of persons they want to share a link with and then let those people approve or disapprove the link. Once the new user has made connections, they can search the networks of connections to find more connections. **Kanagarathinam** (2014) this study identifies the most

popular SNS among teenagers, their intended usage, and how they function as a platform for education. He analyzed the data using solely percentage analysis. Lastly, he asserts that pupils are still functioning well and developing the abilities and information necessary to succeed academically even when they are spending more time on the Internet or SNS.

Anamika and **Rani** (2015) the impact of SM on Indian teaching is the main topic of this essay, which also outlines the dangers that SM platforms pose to the next generation. The author of this research analyzed the data solely using the percentage technique. The author passionately advocated for the government to impose cyber control and outlaw this kind of social networking. To preserve their children's future and stop them from using prohibited SNS, parents should closely monitor their kids. **Sharkira** and **Subramani** (2018) this study evaluates college students' attitudes about SM use according to a number of factors, including gender, place of residence, topic group, and so on. Regression analysis and the t-test were used to examine the gathered data. In this study, seven variables were examined. College students' opinions towards SM use were influenced by just three factors. They are internet users, subject groups, and residence locations

Objectives

- To determine which SM platforms are most often used by teenagers.

- To find out the reason for adolescents using SNS.
- To analyzing the positive, and negative impact of SM on adolescents.

Hypothesis

HO_1: "There is no significance difference between age groups with regard to frequently used social networking sites"

HO_2: "There is a significance difference between male and female adolescent with regard of positive Impact of social networking sites"

HO_3: "There is no significance difference between male and female with regard to negative impact of social networking sites"

HO_4: "There is a significance difference between qualifications of adolescent with regard to spending time in social networking sites"

Methodology

Both primary and secondary data served as the basis for this study. The research period was 2024, and the final sample size consisted of 30 school students and 80 college students from Pondicherry city, who filled questionnaires to provide primary data. Various publications, articles, websites, and reports were used to collect secondary data. The data is analyzed using ANOVA, t-test, chi-square method, and percentage analysis.

Analysis

According to Table 1, 70% of adolescents are classified as male. Adolescents between the ages of 19 and 20 make up 28% of the replies. A bachelor's degree is being pursued by 73% of the students. 36% of students use SM for more than five hours per day

Table 1
Demographic Results

Description	Frequency	%
Gender		
Male	70	64
Female	40	36
Age		
15-16 Yrs	12	11
16-17 Yrs	18	16
17-18 Yrs	22	20
18-19 Yrs	27	25
19-20 Yrs	31	28
Qualification		
School	30	27
College	80	73
Timing		
30-60 minutes	10	9
1-2 Hrs	25	23
2-3 Hrs	15	14
3-5 Hrs	20	18
Above 5 Hrs	40	36

Source: Primary Data

Table 2
Reason for Using SNS

Description	Percentage
To make new friendships	41
To connect with family and friends	13
Entertainment	24
Buying – selling	11
Awareness	6
Find employment	5

Source: Primary Data

According to Table 2 above, 41% of adolescents use SNS to make new friends. 24% of adolescents only use SNS for entertainment, which includes making memes, posting posts, viewing reels, and listening to music.

Table 3
Most frequently used SNS by adolescents

Description	Percentage
Face book	13
Whatsapp	28
Instagram	37
Twitter	2
Google ++	5
Youtube	8
Snap chat	7

Source: Primary Data

In Table 3, it is shown that 37% of adolescents use Instagram regularly, 28% use WhatsApp regularly, 13% use Facebook, and 8% use YouTube consistently.

Table 4
Problem of using SNS

Description	Percentage
Cyber bullying	10
Health issues	35
Less social communication	20
Time consuming	9
Unrealistic anticipation	11
Negative reaction	15

Source: Primary Data

According to Table 4, 35% of adolescents who use SNS excessively get headaches and eye issues. Second, 15% of adolescents experience unpleasant

emotions as a result of using SNS, and they engage in less social engagement.

Table 5
ANOVA Test Result

Age	Mean	S.D	F-value	P-value
15 - 16 Yrs	2.66	1.710		
16 - 17 Yrs	2.44	1.648		
17 - 18 Yrs	2.82	1.806	.574	.658
18 - 19 Yrs	2.60	1.769		
19 - 20 Yrs	2.29	1.714		

Source: Primary Data

According to Table 5, **H01: "there is no significance difference between age groups with regard to frequently used SNS"**. In view of P value is greater than 0.05. Hence the Null hypothesis is accepted in 5% level.

Table 6
Independent Sample t test

Components	Male		Female		T-Value	P-Value
	Mean	S.D	Mean	S.D		
Positive	1.75	.967	2.25	1.135	2.695	.007
Negative	1.55	.683	1.51	.862	2.121	.667

Source: Primary Data

Table 6 showed that the p-value is less than 0.01. The null hypothesis is rejected at the 1% level. Hence **H02: "there is a significant difference between male and female adolescents with regard to the positive impact of SNS"**. In view of

the p-value is greater than 0.05. Therefore, the null hypothesis is accepted at the 5% level regarding the negative impact of SNS. So, **H03: "there is no significant difference between male and female with regard to the negative impact of SNS"**. Relatively, female adolescents are more negatively affected than male adolescents.

Table 7
Chi-square test

Components	Pearson Value	P.Value
Pearson Chi-Square	115.252	0.001**

Source: Primary Data

Table 7 shows that the p-value is less than 0.01. The null hypothesis is rejected at the 1% level. Hence **H04: "there is a significance difference between qualifications of adolescent with regard to spending time in SNS"**. This is because in our education system, school and college hours are different.

Conclusion

The technology of today is developing daily. Each youngster is immersed in his own SM universe. SNS is now a significant part of everyone's life. Their increased use of SNS has an impact on both their academic achievement and social attitudes. In the modern world, mobile phones are transforming every aspect of life. Although they have more friends and spend more time on SNS, teenagers still struggle to make lasting friendships. They should be observed and taught how to utilise SNS by their parents and teachers. First and foremost, we serve

as an example for our children. As a result, we ought to exercise self-control and usage awareness, and educating ourselves about SNS will help lessen teen addiction. Everyone should be familiar with social networking sites, not only parents and educators. The young people of today are really mature. Taking care of our grandparents, visiting villages for festivals, playing traditional games, and chatting with friends and family in person are some of the ways that teenagers split their world. They should also intend to share everything with their family members.

Limitations

- The researchers focused only on school and college students in Pondicherry city.
- The researchers analyzed various research tools such as t-test, chi-square, and ANOVA.
- The final sample of the study was 110 from various schools and college students in Pondicherry.

Abbreviations

- SM – Social Media
- SMS - Social Network Sites

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