

A Study on Individuals Spent Time on social networks in Chennai

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Abstract

This paper aims at how long the school children, college students, working people spent their time on social networks in Chennai. A questionnaire survey type research was adopted and the study is done through a descriptive research study. Primary data are collected through orderly structured questionnaire from the Individuals in Chennai.

Keywords: school, college, working people, social networks, time

1.Introduction:

The School students, College students, working people irrespective of the gender is using social networks . Recently, the attraction is more towards social networks not for need but they are addicted to them. The concentration is deviated from studies and family, shifted to smart phones. This paper aims to find out how long the school children, college students, working people spent their time on social networks in Chennai. The study is done through a descriptive research . Primary data are collected through orderly structured questionnaire from the Individuals in Chennai.

2. Review of Literature

- A study conducted by Hyllegard, Ogle, Yan, and Reitz (2011) sought to understand students' motivation in using social networks . The researchers found students use the site to establish personal connections with others and use the site to create affiliations with brands that define who they are and help them establish a sense of self (Hyllegard et al., 2011).
- In 2011, Smock, Ellison, Lampe, and Wohn applied the uses and gratification approach to analyze why individuals use Facebook in general, as well as why they use certain functions on the website. The researchers found that users who update their status are motivated chiefly by a desire for expressive information sharing, whereas individuals who post comments do so for relaxing entertainment, companionship, and social interact

3.Objective of the study

The main objective of the study is to find average time spent on social networks by the individuals.

4.Limitation of the Study

- The study is conducted only in Chennai city youngsters. So results are applicable to that place only.

5.Research Methodology:

A questionnaire survey type research was adopted in this paper. The study is done through a descriptive research study. Primary data are collected through orderly structured questionnaire from the Individuals in Chennai. Convenience sampling has been undertaken with a sample size of 100. The statistical tool used in this study is Frequency analysis with the help of SPSS Software.

6.Data Analysis and Interpretation:

TABLE: 1 The table showing frequency analysis on gender of the respondent

gender of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	55	55.0	55.0	55.0
Female	45	45.0	45.0	100.0
Total	100	100.0		

INFERENCE:

From the above table data there are 55% respondents are males and 45% respondents are females.

TABLE NO: 2 The table showing frequency analysis on Age of the Respondents

age of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	38	38.0	38.0	38.0
20-25	38	38.0	38.0	
25-30	24	24.0	24.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data there are 38 respondents are from the age group of 15-20. Followed by 38 respondents are from 20-25 and 24 respondents are from 25-30.

TABLE NO 3: The table showing frequency analysis on married status

married status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	66	66.0	66.0	66.0
married	34	34.0	34.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data there are 66% respondents are unmarried and 34% respondents are married

TABLE NO 4: The table showing frequency analysis on occupation

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid school	24	24.0	24.0	24.0
college	45	45.0	45.0	69.0
Working	31	31.0	31.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the table data Majority 45 respondents are college students, Followed by 31 respondents are working and 24 respondents are school students.

TABLE NO 5: The table showing frequency analysis on are you a member of a social networking site

are you a member of a social networking site

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	69	69.0	69.0	69.0
No	31	31.0	31.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data Majority 69% respondents are member of a social networking site and 31% respondents are not a member of a social networking site.

TABLE NO 6: The table showing frequency analysis on if your answer to above question is no, then choose the reason why

	Frequency	Percent	Valid Percent	Cumulative Percent

	I don't know what a social network is	7	7.0	21.9	21.9
Valid	I am not interested in joining social networking	8	8.0	25.0	46.9
	I joined once, but i didn't enjoy it	9	9.0	28.1	75.0
	it's against my culture	7	7.0	25.0	100.0
	Total	31	31.0	100.0	

INFERENCE:

From the above table data majority 9% respondent joined once but now they didn't like it. Followed by 8% are not interested in joining,7% are don't know about social network and 7%feels that it was against our culture

TABLE NO :7 The table showing frequency analysis on what social media sites do you use

what social media sites do you use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Youtube	23	23.0	23.0
	Twitter	15	15.0	38.0
	facebook	33	33.0	71.0
	Whats app	29	29.0	100.0
	Total	100	100.0	100.0

INFERENCE:

From the above table data Majority 33% respondents are using facebook, Followed by 29% respondents are using whatsapp,23% youtube and 15% twitter.

TABLE NO 8: The table showing frequency analysis on how many social networking sites do you use

how many social networking sites do you use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	21.0	21.0
	2	34	34.0	55.0
	3	28	28.0	83.0

more than 3	17	17.0	17.0	100.0
Total	100	100.0	100.0	

From the above table data 34% respondents are using 2 social network sites, Followed by 28% are using 3, 21% are using 1 and 17% respondents are using more than 3 social networking sites.

TABLE NO 9: The table showing frequency analysis on how much time do you spend on social media sites

how much time do you spend on social media sites

	Frequency	Percent	Valid Percent	Cumulative Percent
30mins	25	25.0	25.0	25.0
1-2 hours	30	30.0	30.0	55.0
Valid 2-3 hours	22	22.0	22.0	77.0
more than 3 hours	23	23.0	23.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data majority 30% respondents are using social media sites for 1-2 hours. Followed by 25% for 30min, 32% for more than 3 hours and 22% for 2-3 hours.

TABLE NO 10: The table showing frequency analysis on how do you access your social networking account

how do you access your social networking account

	Frequency	Percent	Valid Percent	Cumulative Percent
pc	29	29.0	29.0	29.0
laptop	22	22.0	22.0	51.0
Valid smart phone	37	37.0	37.0	88.0
I pad	12	12.0	12.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data Majority 37% respondent uses smart phone for using social media. Followed by 29% pc, 22% laptop and 12% ipad.

TABLE NO 11: The table showing frequency analysis on how long have you been using social networking sites

how long you been using social networking sites

	Frequency	Percent	Valid Percent	Cumulative Percent
less than a month	16	16.0	16.0	16.0
1-6 months	19	19.0	19.0	35.0
Valid 7 months to a year	30	30.0	30.0	65.0
more than a year	35	35.0	35.0	100.0
Total	100	100.0	100.0	

INFERENCE:

From the above table data majority 35% respondents are using social media for more than a year. Followed by 30% respondents are using 7 months to a year, 19% are using 1-6 months and 16% less than a month.

Findings:

- Majority 69% respondents are member of a social networking site and 31% respondents are not a member of a social networking site.
- Majority 33% respondents are using face book, Followed by 29% respondents are using whatsapp, 23% you tube and 15% twitter.
- 34% respondents are using 2 social network sites, Followed by 28% are using 3, 21% are using 1 and 17% respondents are using more than 3 social networking sites.
- Majority 30% respondents are using social media sites for 1-2 hours.
- Majority 37% respondent uses smart phone for using social media. Followed by 29% pc, 22% laptop and 12% i pad.
- Majority 35% respondents are using social media for more than a year.

Conclusion:

The students should use the social network only for the academic and for purposeful. To avoid stress they should not waste their time unnecessarily in chatting. They can spend their time effectively and can conquer their dreams.

References:

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