



INFLUENCE OF SOCIAL MEDIA AND AWARENESS TO BINGERS IN SPECIAL REFERENCE WITH COIMBATORE CITY

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ABSTRACT:

Social media is all about 3C's. Conversations, Community, connecting with people and building relationships. It is not just a broadcast channel or a sales and marketing platform. privacy, honestly and open dialogue are key. Social media not only allows us to hear what people say about us, but also enables us to respond. First Listen then Speak. Be compelling, useful, relevant and engaging. Be not afraid to try new things, but think through your efforts before starting off. Social networks and other online media are great tools for engagement and two-way communication, but given the nature of this two-way, real-time communication, there is a way for significant risks associated with inappropriate use. This is internet-based and gives users quick communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications. While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage. More than 4.5 billion people use social media, as of October 2021.

Keywords: social media, Addiction, Cybercrime, Data Privacy, ROI, Alarming Trend.

INTRODUCTION:

Social media is a common term that is being vastly misused a lot these days, but it is seldom understood by all! Social Media became the point of communication for like-minded persons who share, create or exchange information or ideas online. However, is it safe to be a part of social media? That's the big question here! The huge disadvantage of social networking is that it decreases or excludes face-to-face socialization.

In addition, it also talks about how the concentration of employees has reduced the productivity as they are too busy updating their statuses or are checking their likes and friends list. The photographs that are posted on the social media are also not safe as they are morphed/tampered and misused for illegal activities. And, if your account on the social media is hacked, then all your privacy is lost. All your vital information is leaked online

or used for illegal activities. With all these disadvantages being discussed, social media marketing is still a good way to do business marketing in certain industries. All you need is to know what your limits are and how to get the best of this hyped social media! So, are you ready to join the world of social media?

OBJECTIVES OF THE STUDY:

1. To analyse the influence and level of addiction of social media
2. To know the benefits, perks and insecurities of media platforms.
3. To give remedies for the victims about the cybercrime happening.

SCOPE OF THE STUDY:

1. high number of fans does not equal success
2. The popularity of a platform may matter more than which platform is a suitable medium for your campaign
3. Protection of user's privacy limits data collection
4. Data is fragmented by platform.

LIMITATIONS OF THE STUDY:

1. This study has been confined to students in Coimbatore only.
2. It takes the sample size of 50 respondents from Coimbatore in Tamil Nadu.

STATEMENT OF THE PROBLEM:

Internet addiction is a contemporary problem brought about by easy access to computers and online information. In extreme cases, persons addicted to the Internet may be destructive to themselves, their families, and their place of employment. This study examines research trends in the area of Internet addiction and provides management implications for policy development and planning. This study should be of interest to educators at academic institutions, students interested in institutions offering Internet addiction courses and programs, and researchers specializing in online addiction studies. Clinical psychologists, behavioral counselors, psychiatrists, clergy, and addiction therapists will find the results of this study useful. In particular, corporate attorneys dealing with addiction cases, human resource specialists seeking rehabilitation facilities for addicted employees will find the results of this study to be valuable.

REVIEW OF LITERATURE:

According to Wellman (1996), "When computer networks link people as well as machines, they become social networks, which we call computer-supported social networks (CSSNs)".

According to Hagel (1999), "Virtual communities are defined by bringing people together with a common set of needs or interests. Those needs or interests could span a variety of dimensions. Virtual communities could be organized around an area of interest (such as sports or stock investments), a demographic segment (certain age groups within the population), or a geographic region (metropolitan areas)".

According to Kietzmann et al (2011), "Social media is a honeycomb of seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups".

According to Tuten and Solomon (2015), “Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities”.

According to (Kaplan & Haenlein (2010)), “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”.

RESEARCH METHODOLOGY

For the purpose of study Stratified sampling method is used to randomly finalize from the selected samples. The sample size is limited to 25 respondents. Correlation, Chi-Square, descriptive analysis is used to analyze the influence of social media among teenagers.

TOOLS USED FOR THE STUDY:

The showing statistical tools were applied to analyze the data collected through questionnaire:

- Percentage analysis
- Chi-Square analysis
- Standard Deviation

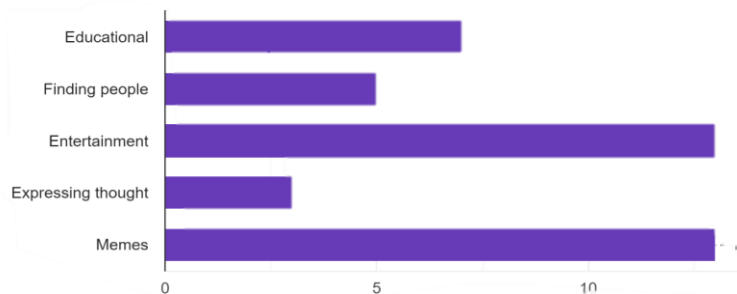
DATA ANALYSIS & INTERPRETATION

The term covered in this study are social media usage and the purpose that social media is used for educational, finding people, entertainment, expressing thoughts, memes. Each aspect was coded according to the criteria of social media in this study.

1. IS SOCIAL MEDIA USED FOR CONNECTING WITH PEOPLE?

Percentage analysis:

ASPECTS	RESULTS
Educational	25
Finding people	10
Entertainment	30
Expressing thoughts	5
Memes	30



INTERPRETATION:

from the above table, it is clearly shown that people who use social media for educational purpose are 36.8%, for finding people are 26.3%, for entertainment are 68.4%, for expressing thoughts are 15.8%, for memes are 68.4%. Thus stated, people use social media for entertainment purpose majorly.

Chi-Square Analysis:

Respondents	Entertainment	Education	Finding people	Expressing thoughts	memes	Total
Users	13	9	8	7	13	50
Non-users	12	10	9	7	12	50
					Total	100

The chi-Square equals 4.000 with 1 degree of freedom. The two-tailed P value equals 0.0455. The association between rows(groups) and columns(outcomes) is considered to be strategically significant.

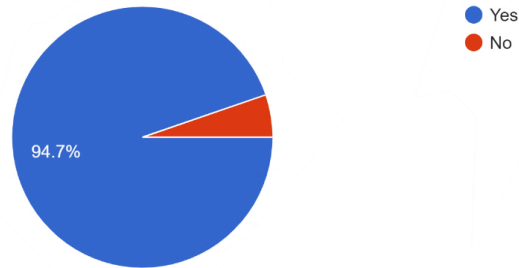
1. IS SOCIAL MEDIA USED FOR CONNECTING WITH PEOPLE?

Percentage analysis:

ASPECTS	RESULTS
YES	94.7%
NO	5.3%
TOTAL	100

INTERPRETATION:

From the above table, it is clearly shown that people who know the social media is for connecting people are majority 94.7% and who doesn't know that social media can also be used for connecting people are 5.3%. Thus, people also use social media for connections from people.



Standard Deviation:

Calculation details:

N: 14

M: 2.64

SS:19.21

$$s^2 = SS / (N - 1) = 19.21 / (14 - 1) = 1.48$$

$$S = \sqrt{s^2} = \sqrt{1.48} = 1.22$$

Standard Deviation = 1.21574.

FINDINGS

- Majority of the respondent use social media.
- Social media has been the addiction to everyone
- Many know and are aware that social is not at all safer place to post everything.

SUGGESSTIONS:

To manage the effects on society, this study identifies a number of recommendations in the regard:

- Social media sites and applications should be culture-oriented both in content and features.
- People should stop making abusive comments, sending unethical videos on SM sites and should not get influenced by applications.

CONCLUSION:

Despite articles on social media and its influences in the society with less focus on female students, this unique study carefully examines the impact of social media usage on female students' social lifestyle. The study was able to discover diverse impacts of social media usage both positive and negative which are a result of advancement in modern technology. The findings highlight include the followings; social media refines how females' students think, interacts, communicates, fall in love, their social lifestyle and many more. Appropriate recommendations were made which includes; making social media culture oriented, female students spending less time on social media in order to avoid addiction, female student should limit believing everything they

read and watch on social media sites and people should stop making abusive comments and sending unethical videos on social media.

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