

Impact of media usage on the youth of North Gujarat

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The proliferation of social media platforms in recent years has revolutionized the way individuals interact, share information, and engage with the world around them. This study aims to provide a comprehensive analysis of social media usage patterns among the youth population in North Gujarat, shedding light on the impact of these platforms on their lives, behaviors, and attitudes. The research is motivated by the need to understand the evolving dynamics of social media in a regional context and its implications for the well-being and development of young adults. The data was collected through the questioner. This study contributes valuable insights into the unique social media landscape of North Gujarat and provides a foundation for understanding how the use of these platforms affects the social, academic, and psychological well-being of youth in the region. The result indicated that youth are highly addicted from social media platform.

1. Introduction

Communication with family & friends is one side or long-distance concern of humans for centuries. As social animals, people have always depended on the to create their relationships, when face to face discussions are impossible or inconvenient, humans have dreamed up to create solutions. The ancient method of communicating across great distances used written correspondence delivery by hand from one hand to another. In other words, letter writing. The root of social media stretches deep than you might imagine. In 1972, the telegraph was invented. The telegraph allowed messaging to be delivered over a long distance more quickly than traditional media. The telephone in 1890 & radio in 1891 both technologies is still in use today, but modern versions are much and more decant than their past forms. Telephone line and radio signals enable people to communicate across far distances promptly, something that human being had never experienced before. Technology began to change very rapidly in the 20th century.

2. What is social media?

Social media is a web-based technology to help social interaction between a large group of people through the social media network. Social media platform are for local as well as global networks. Social media are rising rapidly and become an unavoidable part of everyday life, because of the technology change. Social media usage rise more and more because of the increasing usage of Smartphone and revolution in technology. These smart phones make it easy to use and social media platform run from anywhere at any time. The mobile versions of these social media sites are so simple



to reach made its users friendly.

Abstract:

2.1 Youth

Youth is the time of life when one is young, and often means the time between childhood and adulthood. Youth are defined as those aged 15 to 29 in the national youth policy (2014). According to An "Official" definition of youth, created by the United Nations General Assembly in 1999 for the International Youth Year, and refers to youth as "all persons falling between the ages of fifteen and twenty- four inclusive". In the National Youth Policy of the Indian government-2003, 'youth' was defined as a person of age between 13-35 years, but in the current Policy Document, the youth age-group is defined as 15-29 years to have a more focused approach, as far as various policy interventions are concerned.

2.2 North Gujarat

Gujarat is an enterprising state with a strong entrepreneurial vision and wit to spot a business occasion. It's also home to some of India's pioneers in industries like Pharma, Manufacturing, Textile, Diamond, Dairy, and FMCG brands. With changing times, it now incubates rapidly growing, new age mid-segments brands and start-ups. An interesting fact about digital marketing in Gujarat is the level of Smartphone penetration and internet usage in the state, which is more than the national average. While the national average is about 10 GB per month, Gujarat stands at about 13 GB per month. With a better infiltration of 4G services, rising usage of 4G handsets and rich content, there's a massive push to the data using in the state.¹

3. Literature review

(**Titto Varghese, 2013**) Examined use of social media by teenagers. The objective of the study to check the habit and purpose behind the use of social media. 32.7% teenager like to log in social media account when alone at home. Girls preferred laptop while boys preferred mobile phone to access social media. Nowadays social media is the favourite tool for teenagers.

(G. Stephen, 2014) Studied use of social networking site among the students. In their study found 100% of students aware of the social networking site. 95% of them used social networking sites to interact with friends. 62% of respondents use social networking sites through mobile phone. Students used social networking sites daily 2 to 5 hours of a day. Sometimes social media negatively affect performance.

(Narula s, 2015) Contemplated study on the role of social media in cyber-terrorism awareness. Indian youth is the third-highest number of social media users after China and USA. Due to lack of awareness youth become the victim of cyber terrorism. 73% of youth used cyber media. Youth also lack knowledge about cyber laws.

(**Desmond Upton Patton, 2014**) In their study wanted to check social media leads youth towards the violence. High use of social media leads youth towards self-directed violence, gang violence, youth violence and bullying etc. Social media-based interaction is virtual so this may create violence.

(Vikramaditya Singh Bhati, 2019) In their study find co-relation between social media and youth. From the study reported that most Facebook users aged between 18-24 years. 70% of people believe that social media help them to stay connected with family and friends. India has high cyberbullying rate than the world. Due to regular use of social media like tiredness.

4. Objectives

1.To check relationship between gender and use of social media

2.To check relationship between marital status and use of social media

3.To check relationship between area and use of social media

4.To check most popular social media among youth

¹ https://www.dnaindia.com/ahmedabad/report-internet-usage-in-gujarat-higher-than-national-average-2787335, access 20 august 2020

⁵⁹ Print, International, Referred, Peer Reviewed & Indexed Monthly Journal www.raijmr.com RET Academy for International Journals of Multidisciplinary Research (RAIJMR)

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5. Hypothesis

H₀: Gender & Number of hours use of social media is related.

- H₁: Gender & Number of hours use of social media is not related.
- H₀: Marital status & Number of hours use of social media is related.
- H1: Marital status & Number of hours use of social media is not related.
- H₀: Area & Number of hours use of social media is related.

H1: Area & Number of hours use of social media is not related.

6. Data analysis & Interpretation

Figure 1: Gender wise distribution of respondents.



In the above figure represent that 50.3% of female participants and 49.7% are male participants. In this research approx equal participants of male and female participants.

Figure 2: Educational qualification wise distribution of respondents



In the above Figure undergraduate students are more dominant (63.4%) while Postgraduate (23.2%) & Professional course (10.6%) followed by it.

Figure 3: Marital status wise distribution of respondents.



In allocation according to marital status 81% of participants are unmarried category while 19.9% participants belong from the married category.

Hypothesis Testing Hypothesis: 1

Case Processing Summary

		Cases							
	Va	alid	Missing		Total				
	Ν	Percent	Ν	Percent	Ν	Percent			
Gender *	140	93.3%	10	6.7%	150	100.0%			
Time_spend_Social.Media									

Gender * Time_spend_Social.Media Cross tabulation

Time_spend_Social.Media							Total
		< 30 minutes	30-60 minutes	1-2 hours	2-3 hours	>3 hours	
Condon	Male	6	21	24	14	6	71
Gender	Female	12	17	26	9	5	69
Total		18	38	50	23	11	140

H0: There is no significance difference between Gender and number of hours use of social media.H1: There is a significance difference between Gender and number of hours use of social mediaChi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.651 ^a	4	.455
Likelihood Ratio	3.699	4	.448
Linear-by-Linear Association	1.380	1	.240
N of Valid Cases	140		

Above table interpret that,

Interpretation: Above Chi-Square Table represents that the P-Value (0.455) is greater than significance value (0.05). Therefore, H0 is accepted. So, **there is no significance difference between Gender and number of hours use of social media.**

Hypothesis: 2

Case Processing Summary

		Cases						
	Va	alid	Missing		Total			
	Ν	Percent	Ν	Percent	Ν	Percent		
Area * Time_spend_Social.Media	141	94.0%	9	6.0%	150	100.0%		

Area * Time_spend_Social.Media Cross tabulation

	Time_spend_Social.Media						
		< 30 minutes	30-60 minutes	1-2 hours	2-3 hours	>3 hours	
A #2.0	Urban	9	24	27	18	6	84
Area	Rural	8	15	23	6	5	57
Total		17	39	50	24	11	141

H0: There is no significance difference between area and number of hours use of social media.H1: There is a significance difference between area and number of hours use of social mediaChi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.505 ^a	4	.477
Likelihood Ratio	3.643	4	.457
Linear-by-Linear Association	.405	1	.524
N of Valid Cases	141		

61 Print, International, Referred, Peer Reviewed & Indexed Monthly Journal www.raijmr.com RET Academy for International Journals of Multidisciplinary Research (RAIJMR) a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.45.

Above table interpret that,

Interpretation: Above Chi-Square Table represents that the P-Value (0.477) is greater than significance value (0.05). Therefore, H0 is accepted. So, there is no significance difference between area and number of hours use of social media.

Hypothesis: 3

Case Processing Summary

		Cases							
	Va	alid	Mis	sing	Total				
	Ν	Percent	Ν	Percent	Ν	Percent			
M_Status *	141	94.0%	9	6.0%	150	100.0%			
Time_spend_Social.Media									

M_Status * Time_spend_Social.Media Cross tabulation

			Time_spend_Social.Media						
		< 30 minutes	30-60 minutes	1-2 hours	2-3 hours	>3 hours			
M Statua	Married	16	34	38	16	9	113		
M_Status	Unmarried	2	5	12	7	2	28		
Total		18	39	50	23	11	141		

H0: There is no significance difference between marital status and number of hours use of social media.

H1: There is a significance difference between marital status and number of hours use of social media Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.254 ^a	4	.373
Likelihood Ratio	4.322	4	.364
Linear-by-Linear Association	2.302	1	.129
N of Valid Cases	141		

3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.18.

Above table Interpret that,

Chi-Square Table represents that the P-Value (0.373) is greater than significance value (0.05). Therefore, H0 is accepted. So, there is no significance difference between marital status and number of hour's use of social media.

7. Conclusion

Social media like WhatsApp, Youtube and Instagram have become popular among youth. A study on social media usage among the youth of north Gujarat. The finding indicated that most of the youth are aware of the use of social media and youth are heavily use of WhatsApp, youtube and Instagram respectively. This is all because the use of technology is an essential part of youth lifestyle. Communication to each other and entertainment is the main purpose behind the use of social media by youth. Majority of youth frequency of use of social media 2-10 times in a day. Addiction and privacy issue are main threat face by youth while using social media. There is not an only threat but benefits are also got using social media. Majority of youth get motivation, happiness & inspiration by use of social media. In the context of satisfaction, most students are satisfied with the use of social media.

Reference

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