



## 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.<sup>1</sup>

## 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

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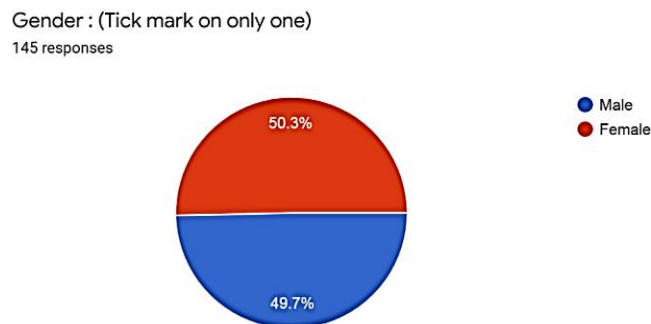
<sup>1</sup> <https://www.dnaindia.com/ahmedabad/report-internet-usage-in-gujarat-higher-than-national-average-2787335>, access 20 august 2020

### 5. Hypothesis

- H<sub>0</sub>: Gender & Number of hours use of social media is related.
- H<sub>1</sub>: Gender & Number of hours use of social media is not related.
- H<sub>0</sub>: Marital status & Number of hours use of social media is related.
- H<sub>1</sub>: Marital status & Number of hours use of social media is not related.
- H<sub>0</sub>: Area & Number of hours use of social media is related.
- H<sub>1</sub>: Area & Number of hours use of social media is not related.

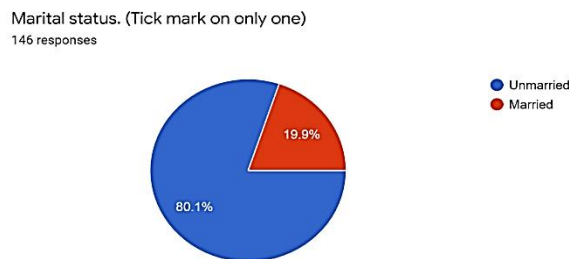
### 6. Data analysis & Interpretation

**Figure 1: Gender wise distribution of respondents.**



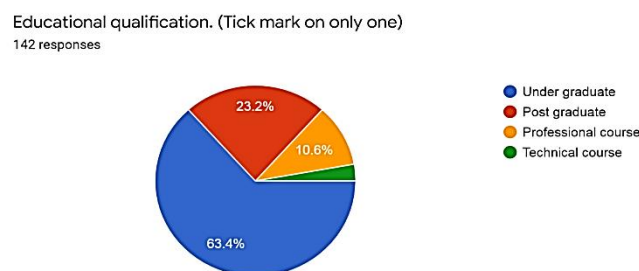
In the above figure represent that 50.3% of female participants and 49.7% are male participants. In this research approx equal participants of male and female participants.

**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					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Time_spend_Social.Media	140	93.3%	10	6.7%	150	100.0%

**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	
Gender	Male	6	21	24	14	6	71
	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 media

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.651 <sup>a</sup>	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					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	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					Total
		< 30 minutes	30-60 minutes	1-2 hours	2-3 hours	>3 hours	
Area	Urban	9	24	27	18	6	84
	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 media

**Chi-Square Tests**

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

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					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
M_Status * Time_spend_Social.Media	141	94.0%	9	6.0%	150	100.0%

**M\_Status \* Time\_spend\_Social.Media Cross tabulation**

		Time_spend_Social.Media					Total
		< 30 minutes	30-60 minutes	1-2 hours	2-3 hours	>3 hours	
M_Status	Married	16	34	38	16	9	113
	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 <sup>a</sup>	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**

1. Desmond Upton Patton, J. S. (2014). Social media as a vector for youth violence. Elsevier, 6.
2. G. Stephen, S. T. (2014). Use of Social Networking Sites among the Students. Journal of Advances in Library and Information Science , 6.

3. Nurul Syazwani Zamri, N. A. (2018). A review on social media usage among students. konvensyen kebangsaan pemimpin pelajar, 6.
4. Titto Varghese, N. P. (2013). Teenagers' Usage of Social Networking Media. International Journal of Scientific & Engineering Research , 15.
5. Vikramaditya Singh Bhati, J. B. (2019). Social Media and Indian Youth. International Journal of Computer Sciences and Engineering, 5.