

MOHANLAL SUKHADIA UNIVERSITY
UNIVERSITY COLLEGE OF SCIENCE

A
Dissertation
on
AN OPINION SURVEY
ON
SOCIAL NETWORKING PLATFORMS

Submitted for the degree of
BACHELOR OF SCIENCE
in Statistics



DEPARTMENT OF MATHEMATICS AND STATISTICS
UNIVERSITY COLLEGE OF SCIENCE
UDAIPUR
2023-2024

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PREFACE

Different social networking platforms (SNP) are now our part of life. Most of the modern people use any of those social platforms like WhatsApp, Instagram, Facebook, Snapchat, X(Twitter), LinkedIn etc. and most of the users of those are young. Number of SNP used by each person is one, two, three and some of us use more than four social networking platforms and it means everything. Most of our youths now prefer social networking sites to pass leisure time than other. This dissertation is on topic "**An Opinion Survey on Social Networking Platforms**". I tried to find out the opinion about social networking platforms using various types of questions. Most of the respondents of my survey is between 18-25 years old, who represented the young adulthood. This survey provides us information about 'how many times they spent on social platforms', 'which platform they use most' and 'with whom they connect most' using social networking platforms. From this dissertation we will know about the opinion of social networking platforms of the respondents.

The successful completion of this dissertation was a unique experience for me and achieved a better knowledge about Social Networking Platforms. The experience which I got by doing this dissertation was essential to my future. The information in this dissertation being submitted by me, contains detailed analysis of the research undertaken by me.

The research provides an opportunity to me to devote my skills, knowledge and competencies during my knowledge gathering sessions.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my advisor Dr. Pradeep Kumar Vishwakarma (Assistant Prof. Department of Mathematics and Statistics) for the continuous support of my study and related research, for his patience, motivation, and immense knowledge. His guidance helped me in all the time of research and writing of this dissertation. I could not have imagined having a better advisor and mentor for my dissertation study.

Besides my supervisor, I would also like to thank to: Mr. Kunal Upadhyay (Department of Mathematics and Statistics) not only for their insightful comments and encouragement, but also for the hard question which incited me to widen my research from various perspectives. I am really thankful to the reviewers of this dissertation, thanks for your valuable comments about my dissertation. Thank you very much to the members of the evaluation tribunal of this dissertation.

Thank you so much to University College of Science, Mohanlal Sukhadia University for all the facilities and support provided to me.

I thank my dissertation fellow mates for the stimulating discussions, we have had in the last few months. In particular, I am grateful to Mr. Mohit Solanki, Mr. Jeevan Singh Rajput and Miss. Kailash Kunwar Rathore for enlightening me with the first glance of research.

Last but not the least, I would like to thank my family: my parents, Mr. Ramesh Chandra Sharma and Mrs. Sita Devi Sharma, my sister Miss Leena Sharma for supporting me spiritually throughout the writing of this dissertation.

KAVITA SHARMA

ABSTRACT

Social media are growing rapidly among the young generation as well as all generation all over the world. The growing popularity of social platforms has influenced researchers to start investigation the communication and interaction between people using these platforms. University age students widely engaged using social media. So, they will affect personal and professional live. Thus, this study is designed to find out the opinion of peoples about social networking platforms and its positive and negative effects the social media needs to be understood more comprehensively for better understating of factors the influence the usages, acceptance, and behaviour of the Indians students.

As quantitative approach was adapted to collect the relevant data of study, a number of 182 survey questionnaires were administered among the peoples. Subsequently, GOOGLE (Forms) was applied to collect and analyse the relevant data of the study. It was concluded that in despite of public views concerning the misuse of social media among peoples in the society, most of the peoples were interested to use social media positively. Peoples can use social media as informational and communicational tools to ease and improve skills.

SUPERVISOR’S CERTIFICATE

This is to certify that the work reported in the dissertation entitled “**An Opinion Survey On Social Networking Platforms**”, submitted by **KAVITA SHARMA, MOHIT SOLANKI, JEEVAN SINGH RAJPUT** and **KAILASH KUNWAR RATHORE** at Department of Mathematics and Statistics, University College of Science, Mohanlal Sukhadia University, Udaipur (Raj.) is a bonafide record of their original work carried out under my supervision. This work has not been submitted elsewhere for any other degree or diploma/ association ship/ fellowship and similar project in any University.

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(Dr. Pradeep Kumar Vishwakarma)

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Mohanlal Sukhadia University, Udaipur (Raj.)

Place: Udaipur (Raj.)

Date:

WHOMSOEVER IT MAY CONCERN

This is to certify that the work reported in the dissertation entitled “**An Opinion Survey On Social Networking Platforms**”, submitted by **KAVITA SHARMA, MOHIT SOLANKI, JEEVAN SINGH RAJPUT** and **KAILASH KUNWAR RATHORE** at Department of Mathematics and Statistics, University College of Science, Mohanlal Sukhadia University, Udaipur (Raj.) under the supervision of **Dr. Pradeep Kumar Vishwakarma** towards the partial fulfilment of the award of “**BACHELOR OF SCIENCE IN STATISTICS**”.

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STUDENT’S DECLARATION

I, **KAVITA SHARMA** hereby declare that the work in this dissertation entitled “**An Opinion Survey On Social Networking Platforms**”, submitted by me and my dissertation fellow mates at Department of Mathematics and Statistics, University College of Science, Mohanlal Sukhadia University, Udaipur (Raj.) is a record of the work done by me under the supervision of **Dr. Pradeep Kumar Vishwakarma**, and this dissertation has not performed the basis for award of any degree or diploma/ association ship/ fellowship and similar project in any University.

(Signature of Student)

(Kavita Sharma)

Enrolment No.: 217543492

Examination Roll No.: 519861

Place: Udaipur (Raj.)

Date:

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Social Networking Platforms - An Exordium

CHAPTER – I

SOCIAL NETWORKING PLATFORMS – AN EXORDIUM

“Good content always has an objective; it’s created with intent.

It therefore carries triggers to action”

1.1 INTRODUCTION

A social networking platform (also social networking service, SNS or social media) is an online platform that is used by people to build social networks or social relations and with other peoples. A social network is an online service, platform, or websites focused largely around uniting individuals, allowing them to communicate and interact. Facebook is currently the world's largest and most popular social networking platform, with over 3 billion people using it monthly, according to Statista. Having supplanted previous champions like Myspace and Friendster. Social networking platforms provide rich information about the person and his network, which can be utilized for various business purposes. Nowadays there are many websites dedicated to the Social Networking, some popular websites are Facebook, Instagram, X(Twitter), YouTube, Snapchat, Telegram, WhatsApp, Hike etc. Social network sites are called as `social networking platforms to emphasize relationship initiation, often among strangers.

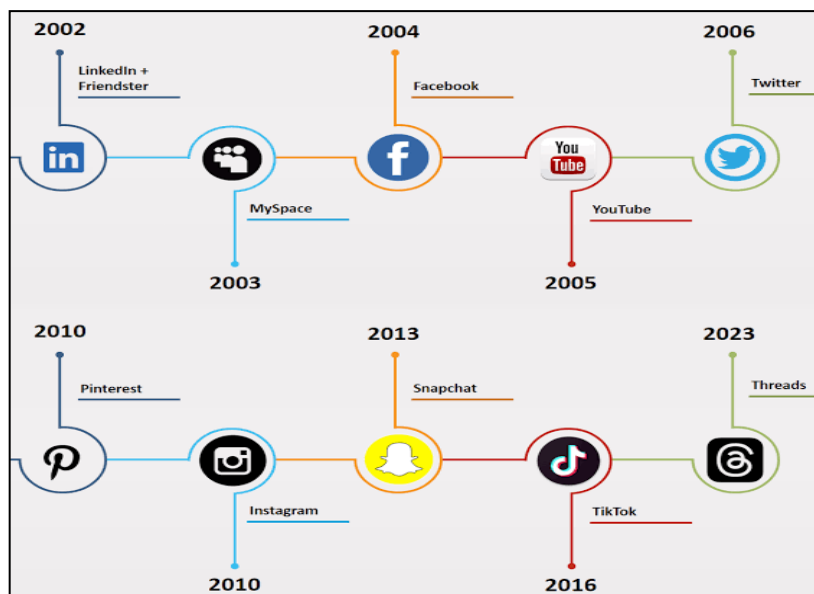
Social networking websites are platforms that allow users to build a profile that will be made public within an enclosed system. Social networking websites also allow users to display some of the other users they communicate with and they allow them to view lists of other members found within the system. The main purpose behind creation of a social networking platform is to enable persons to avail preexisting connections. Social networking

platforms have been created for the purpose of initiating friendships between strangers.

The main types of social networking services are those that contain category, means to connect with friends, and a recommendation system linked to trust. It has split into three types: socializing social network services - primarily for socializing with existing friends (e.g., Facebook); networking social network services - for non-social interpersonal communication (e.g., LinkedIn, a career and employment-oriented platform); and helping users to find specific information or resources (e.g., Goodreads for books) Social networking phenomenon has emerged over the past ten years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which millions of internet users are engaged, both in their leisure time, and at work. There are many features that attract the users towards the Social Networking Platforms.

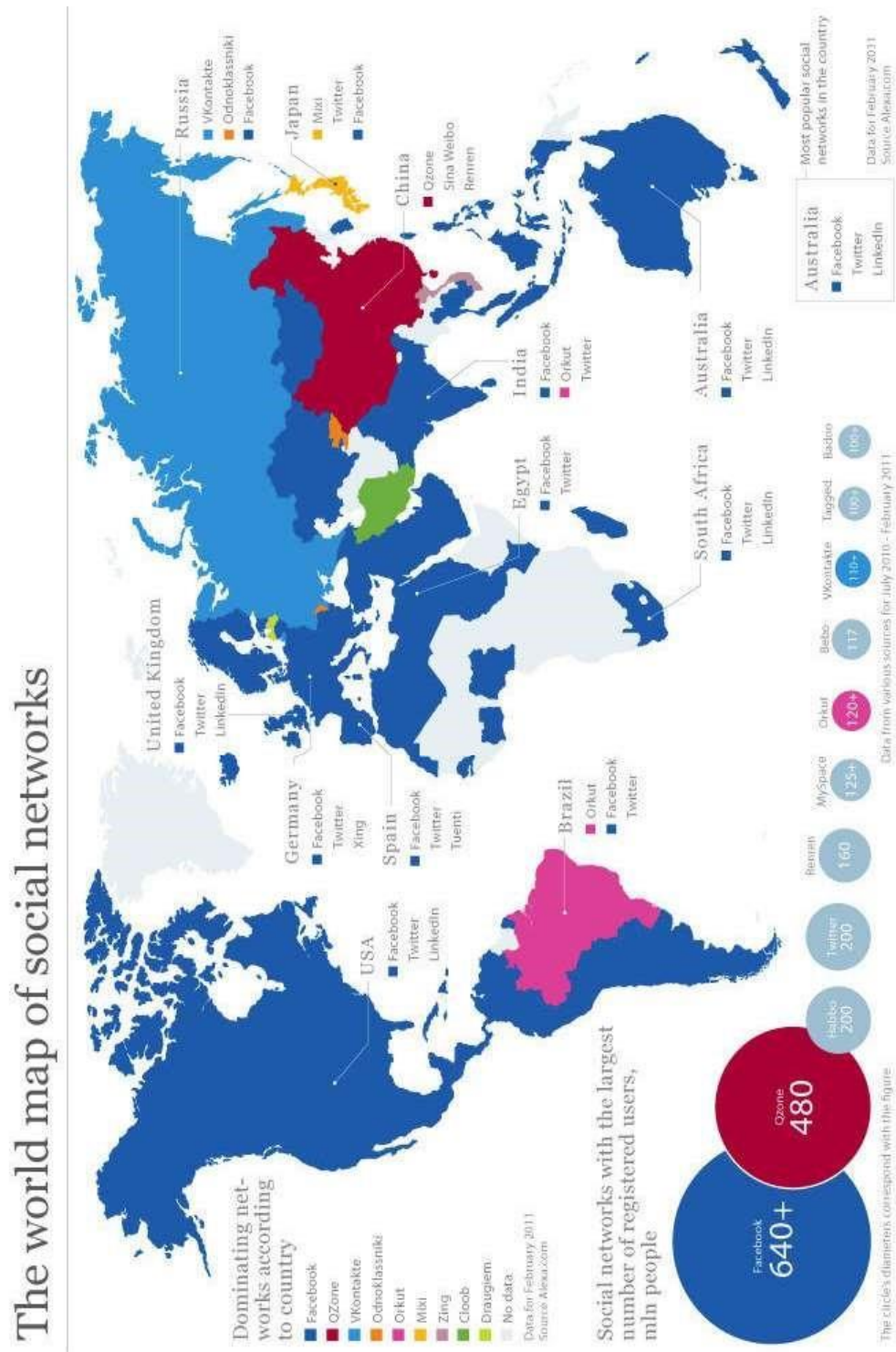
1.2 EVOLUTION OF SOCIAL NETWORKING PLATFORMS

ExhibitNo.1.2.1.Evolution Of Social Networking Platforms



The first social networking website was launched in the year 1997 Sixdegrees.com. This company was the first of its kind; it allowed user to list their profiles, provide a list of friends and then contact them. However, the Company did not do very well as is eventually closed three years later. The reason for this was that many people using the internet at that time had not formed many social networks hence there was little room for man oeuvre. It should be noted that there were other elements that hinted at social network websites. For instance, dating platforms required users to give their profiles but they could not share other people's websites. Additionally, there were some websites that would link former school mates but the lists could not be shared with others. After this there was the creation of Live Journal in the year 1999 and facilitate one-way exchanges of journals between friends. Another company in Korea called Cyworld added some social networking features in the year 2001. Ryze.com was created for the purpose of linking business men within San Francisco. The Company was under the management of Friendster, LinkedIn, Tribe.net and Ryze. The latter company was the least successful among all others. However, Tribe.net specialized in the business world but Friendster initially did well; this did not last for long.

ExhibitNo.1.2.2.World Map of Social Networks



Source: Pinterest.com

1.3 GROWTH OF SOCIAL NETWORK PLATFORMS IN INDIA

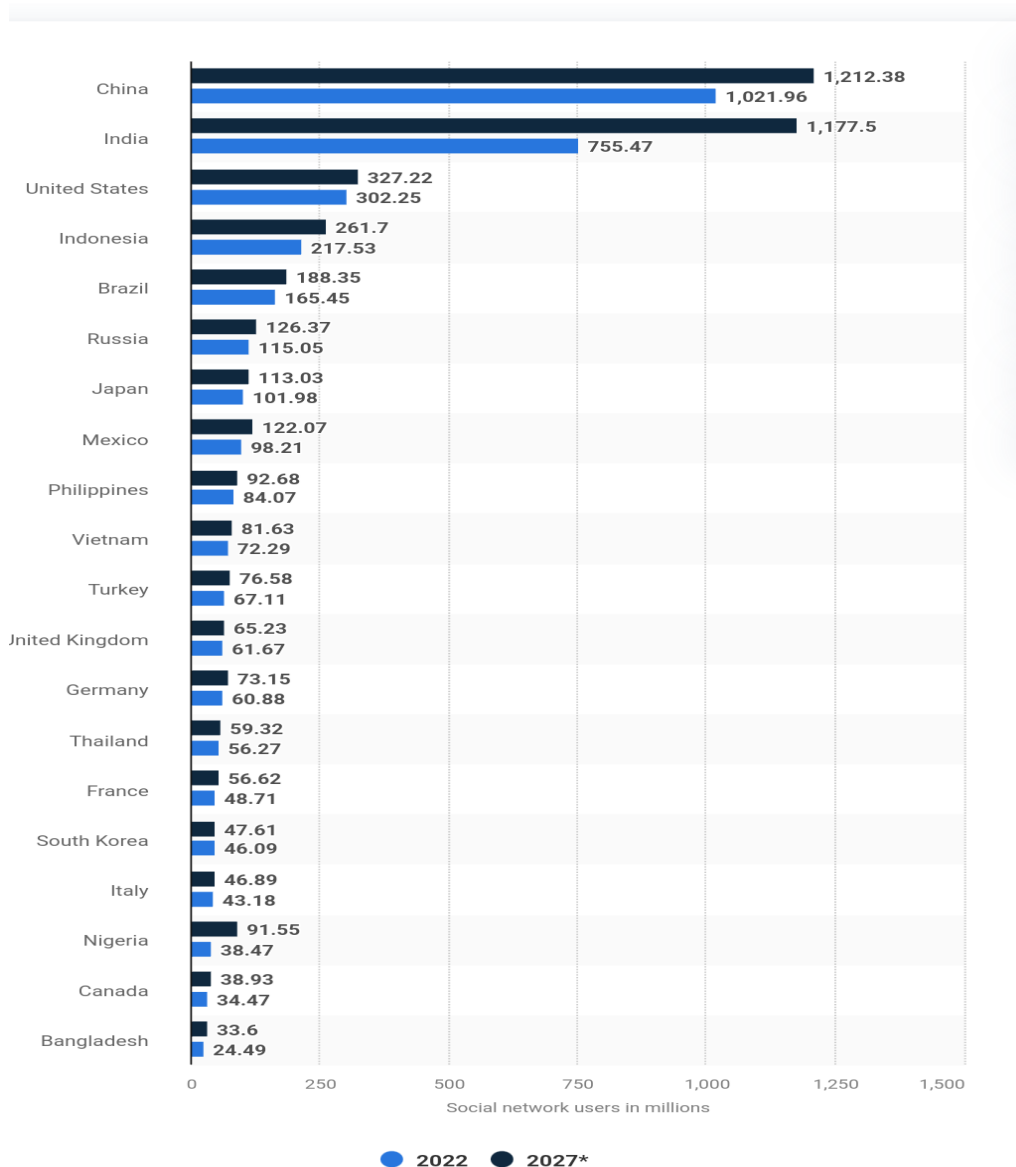
India now ranks as the second largest market worldwide for social networking, after the China, India, United States, Indonesia, Brazil, Russia, Japan, Mexico, the total Indian social networking platforms user demographics in India, this is about 33.4 % of the addressable demographics. Also, throughout 2021 to 2022, the number of users has grown 4.2 %. India was home 467 million social media users in January 2023, equating to 32.8 percent of the total population. In India, WhatsApp holds the title as the social media platform with the largest user base, closely followed by other Meta-owned platforms such as Instagram and Facebook, according to 2022 data. However, a large user base doesn't necessarily correlate with usage. A recent consumer sentiment survey conducted by AXIS My India in January 2023 revealed that 35% of users considered Facebook their most frequently used social media platform, the highest in the country. Similar to other countries where SMS messaging plans are not widely accessible or there's a limited user base for Apple's iMessage system, WhatsApp has emerged as the primary mode of communication for many citizens. During the pandemic, strict social distancing measures prevented India's 1.3 billion-strong population from engaging with others in-person, leading more people to turn to digital channels—specifically, WhatsApp—to stay connected with friends and family. This shift in behaviour is also why WhatsApp's search interest (measured by Google Trends) surpassed Facebook in mid-2021.

In India, WhatsApp's dominance is unrevealed, with no clear competitors in sight. The introduction of WhatsApp Business and continuous enhancements to its commerce features have prompted many business owners

to adopt the platform as their primary means of managing customer relationships. In January 2023, WhatsApp also announced it will even provide access to users that don't have access to the internet, with servers and other relevant resources setup by volunteers.

Exhibit No.1.3.1. Largest Social Networks in the World

Number of social networks users in selected countries in 2022 and 2027 (in millions)



Source: Statista.com

1.4 IMPORTANT TERMS

- **Social Networking:** The term Social Networking may be defined as the connection, interaction and communication between people. Through Social Networking, people are able to maintain their contacts as well as form new connections with others having same interest. Social Networking can be done with the help of telephones and newspapers also. There are many factors influencing the formation of social contacts such as the status of others i.e., whether they share the same social status or not, their economic status, common interests, similar goals etc. Social Networking is different from Social Networking Sites, as the former can be done with or without the internet and in the case of the latter, the presence of the internet and Social Networking platforms is necessary.
- **Social Networking Sites:** These are the sites designed for the purpose of carrying out social interactions. The basic requirement in this is a computer or a portable device, the presence of internet as the medium on which Online Social Networking is carried out. Profiles are formed by individuals on the internet for the purpose of communication.
- **Organizational Social Network Sites:** These are the Internal Social Network Sites formed on the server of their organizations. Big organizations make or purchase internal or organizational Social Networking Sites for their organizational use. Large organizations form their internal networks for the purpose of carrying out organizational communications. Some organizations outsource this work and get their internal network site done by external network provider. In this case, where the network is provided by an external provider, the server is not

present physically in the organization but it will be considered as Internal Social Network only. People Connect is the online Social Networking Community used by Proctor and Gamble which is supplied by Telligent.

- **Commercial Social Networking Sites:** In this the Social Network Sites are provided and managed by the commercial network providers. All the data is kept in the server of commercial network provider. The use of Public Social Networking Sites is very high by the organizations. Generally, the use of these sites is free of cost, but in some cases, they are charged or some features present in these sites may be charged. Examples of such sites include Twitter, Facebook etc. these sites can be referring to as Public Social Networking Sites.
- **Social media:** In the earlier days' media was all about radio, television, magazines, newspapers etc. but as internet services evolved, it gave media a completely different face. Social media is a broadcasting platform. Social media is an expansive concept that covers vast range of web-based applications which makes social interaction possible. Social media gave people a chance to become more interactive and maintain personal contacts with one another. social media sites may become preferred sources of information, as they offer some amount of social presence, and some applications convey the immediacy of face to-face conversation.

1.5 FACTORS TOWARDS SNP

- **Scrapping**

It is similar to instant messaging and the text is available to public view. Though there are privacy options to show scraps only to friends, it's not a personal means of communication like e-mail or instant messaging. Likeness for communities and friends network states that youth use these platforms to satisfy their socialization needs to participate/ join in communities with likeminded users.

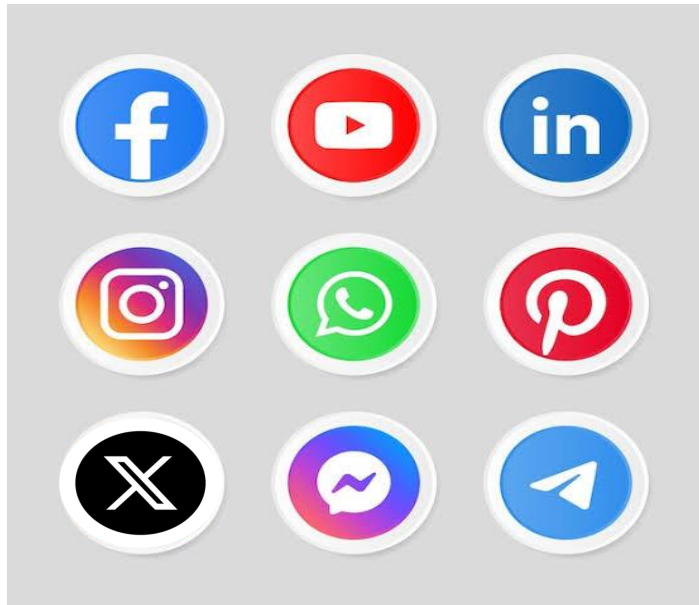
- **Profile setting**

Profile setting is a means of exhibiting the profile user's personality/identity as how they want themselves to be perceived by the profile viewers.

- **Photo sharing**

User has options such as photo sharing only with friends and also specifically can choose individuals who can view the shared photos while it's not visible to others accessing the profile. Social networking platforms use such stringent privacy settings to avoid unsolicited breach of individual's personal space.

Exhibit 1.5.1– Popular Social Networking Platforms



Source: Google.com

Social networking is a tool used by people all around the world. Its purpose is to promote and aid communication. It is not only changing the way of communication, but to interact with each other in daily life. The study mainly focused on the popular Social Networking Platforms viz., Facebook, YouTube, Pinterest, X(Twitter), LinkedIn and Instagram.

FACEBOOK



Facebook began in February 2004 as a school-based social network at Harvard University. One of the reasons credited for the rapid growth and popularity of Facebook was its exclusivity. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and even stream live video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person. It offers a range of privacy options to its members. A member can make all his/her communications visible to everyone, they can block specific connections or they can keep all his communications private. On October 28, 2021, the parent company of Facebook changed its name from Facebook, Inc., to Meta Platforms, Inc., to "reflect its focus on building the metaverse. According to Meta, the term "metaverse" refers to the integrated environment that links all of the company's products and services.

YOUTUBE



The Internet domain name www.youtube.com was activated on Monday, February 14, 2005. The first YouTube video uploaded by its co-founder Jawed Karim on April 23, 2005 titled "Me" at the zoo, at San Diego Zoo. YouTube allows billions of people to discover, watch and share originally-created videos. It provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is a Google company and one of the most popular platforms on the Web, with visitors watching around 3.7 million of video every day. On an average, 500 hours of video are uploaded

to YouTube every minute, so there's always something new to find all kinds of videos on YouTube adorable cats, quirky cooking demos, funny science lessons, quick fashion tips, and a whole lot more. In September 2020 YouTube Shorts launch in India.

PINTEREST



Pinterest was first conceptualized in December 2009 by its CEO Ben Silbermann. It is a free photo sharing website that requires registration to use. Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pinboards. Pinterest acts as a personalized media platform.

Users can browse the content of others in their feed and save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organized by a central topic or theme.

Initially, there were several ways to register a new Pinterest account. Potential users could either receive an invitation from a registered friend, or they could request an invitation directly from the Pinterest website that could take some time to receive. An account can be created and accessed by linking Pinterest to a Facebook or X(Twitter) profile. Pinterest allows businesses to create pages aimed at promoting their companies online. Such pages can serve as a "virtual storefront". Like Facebook and X(Twitter), Pinterest now let's marketers access the data collected on its users. Globally, the platform is most popular with women. In 2023, report found that 76.2% of the global users were women. According to blog.hootsuite.com Pinterest now has 445 million monthly active users.

X(TWITTER)



X is a social network and real-time communication services launched in 2006 and used by millions of people and organizations to quickly share and discover information.

The word Twitter comes from the frequent chirping sound made by birds, hence the bird used in the Twitter logo. **Elon Musk completed his acquisition of Twitter in October 2022. Elon Musk's rebranding of Twitter as "X" began at the tail end of July 2023.** Users can access the platform via the web and mobile devices to exchange frequent bite-size updates of information called 'tweets' which are messages of up to 280 characters long that anyone can send or read. These messages or tweets are public by default and visible to all those who are following the tweeter. X allows one to follow other users they are interested and see their updates on their home page, which is an aggregate feed of all the accounts they're following.

X is basically the best way to discover new content and keep up with favourite topics of interest and people. X lets one to exchange ideas and information instantaneously bringing folks together from all across the globe unlike ever before. It is an unbelievable resource for businesses to grow their audiences, increase traffic and generate more leads. With over 500 million tweets a day and 528.3 million active users, people tune into X to bring them closer to the things they care about.

LINKEDIN



LinkedIn is a business and employment-oriented social networking service that operates via website. Founded on December 14, 2002 and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. The goal of the platform is to allow registered

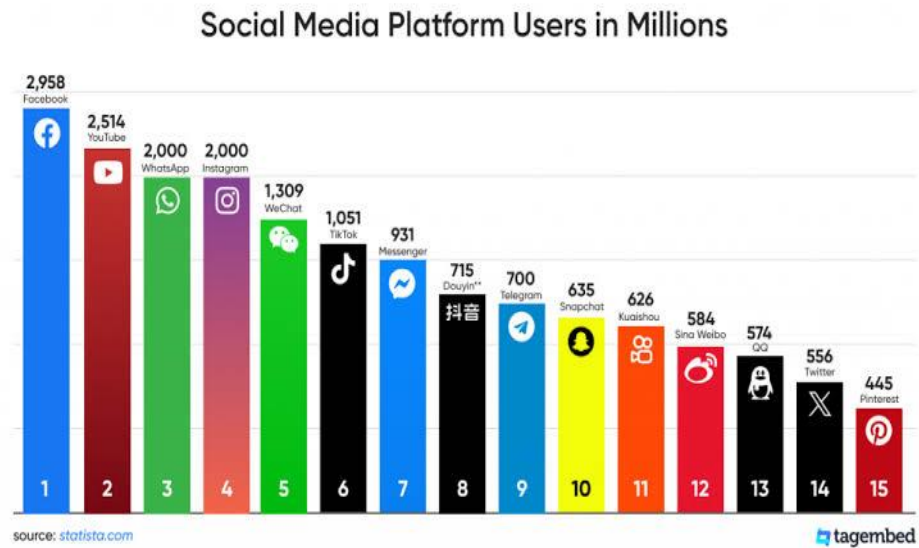
members to establish and document networks of people they know and trust professionally. A LinkedIn member's profile page emphasizes skills, employment history and education, professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking platforms like Facebook or X(Twitter), LinkedIn, Instagram requires connections to have a pre-existing relationship.

INSTAGRAM



Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or X(Twitter), everyone who creates an account has a profile and news feed. The app was purchased from its creators in 2012 by none other than the world's leading social media network, Facebook. Instagram was designed to capitalize on the ever-improving technology crossover between Smartphones and photography. Instagram is the fastest growing social media platform in the world at present and it has over 1.4 billion worldwide users in 2024. It is the social media platform with the highest rate of user engagement and the platform is estimated to receive over 100 million new images uploads per day. Users engage via comments or likes and the platform produces over 10,000 engagements every second. Instagram has huge penetration with the tech savvy Millennial audience (18-30) who are the top online spending demographic. Health, beauty and fashion are dominant categories within Instagram but travel and food are also very popular.

Exhibit No.1.5.2. Most Effective Social Media Platforms



Source: Statista.com

Social networking is a phenomenon which has existed since society began. Human beings have always sought to live in social environments. The proliferation of social networking sites (SNS) and their pervasion in everyday practices is affecting how modern Indian youth societies manage their social networks. To a significant extent, SNS have shifted social networking to the Internet. There are various factors which have prompted us to consider the implications of these technologies for policy-making. One of these is the willingness of users to embrace SNS as a means of communication and social networking in everyday life. The increasing dependence on technology for basic communication highlights the importance of analysing how SNS are affecting daily processes. Platforms like Face book, Friendster and LinkedIn are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances.

1.6 BACKGROUND OF THE RESEARCH

Social networking platforms empower a novel kind of event and time driven communication which we cannot ignore. As there is a rapid introduction of new social networking sites organizations cannot be bystanders but they need to adopt the social networking tools in order to get competitive benefits. Social networking is an existing phenomenon, it provides novel ways to expand one social community and business by providing opportunities to connect. Internet and technology have revolutionized the way to get connected. The internet helps in promoting social interaction. It also helps in exploiting and developing communication structures which people develop over the internet. Social media provides novel ways to expand one social community and business by providing opportunities to connect. Internet and technology have revolutionized the way to get connected. The internet helps in promoting social interaction. It also helps in exploiting and developing communication structures which people develop over the internet. In today's world social media avenues and social networking tools have allowed the users to communicate and interact in the ways which were not present in the previous generations. It allows the students to enter into group assignments and projects and has made real time information sharing possible no matter if it is direct communication through instant messaging to talk over the key points or uploading files to make the content available for the team. It gives opportunities to the faculty members and the university staff to circulate information regarding the upcoming events, terms of participation and the deadlines. It makes the communication among the university community possible without their presence physically.

In a study it was found that WhatsApp worked like a vehicle to enhance professional skill of teachers as it connected the teachers and assisted in their professional skill development Zeichner (2003), Huberman (2001) and Meletiou-Mavrotheris (2012). Adult learners are able to share their learning experience and

get valuable knowledge. Individual knowledge and experience shared by the individuals serve as a e-learning resource to the knowledge seekers. Given these, many educationalists have started considering the attainable significance and possible repercussions of using social media for educational purposes and provision especially in the field of Higher Education. Moreover, students now are not passive learners and have an increasing desire for choice, content, convenience, customization and control of their learning experience. One of the most instantaneous significances of using social media in the field of higher education is apparently transforming disposition of the learners entering the universities.

1.7 SOCIAL MEDIA NETWORKING:

All human beings have an urge to communicate and interact. We interact for many reasons, for example, to share our ideas, thoughts, feelings, knowledge, experience etc.

According to G. G. Brown: “Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver”

There are many ways through which human beings can communicate. One of the very basic ways of communication is Face to Face Communication.

In earlier days, when technology was not so developed, the ways of communication were letters, telegrams, telephonic conversations, etc.

These ways were expensive as well as time taking due to geographical factors. But with the advancement of technology, the ways of communication have also developed and improved. Use of Social Networking Sites have changed the conventional ways of communication. Social media evolved and undoubtedly it will evolve day by day.

New communication technology is utilized by the employees' worldwide as it enables humans to overcome distances and be connected. Social media provides opportunities of wider scale interactions Idea sharing and discussions. Social media helps in creating a virtual social space where communities of users join in asynchronous and synchronous interactions.

1.8 HISTORY OF SOCIAL MEDIA AND SOCIAL NETWORKING

- **2002 – LinkedIn:** The site has a large number of users, more than 500 million users. It is amongst the most popular websites in the world. LinkedIn is regarded as a social media for business use. In recent times LinkedIn is used for sharing Business Profile of the people in order to present their Professional front. LinkedIn is a platform for professional or formal networking i.e., Networking related to work. Nowadays many companies call job applicant to apply through LinkedIn. LinkedIn is used for recruiting employees by the organizations.
- **2005 – YouTube:** It was founded by a former PayPal employee. YouTube is an Online Video Streaming Platform. Its features are online video sharing, video uploading, streaming and watching. YouTube can be defined as a video sharing platform where videos can be shared, as well as watched by the users. People can make their YouTube Channels, and the users can also subscribe to them and comment on uploaded content.
- **2006 – Twitter:** It is also a social media website but is a bit different because of its unique feature of direct interaction with Celebrities. Twitter was introduced in 2006 and in the same year, it became a social networking platform. The messages are known as “Tweets.” But its drawback being, restriction on its limit of characters to 140 in a single Tweet.

- **2009 – WHATSAPP:** It is a free interactive Social Networking platform and has more than 1.5 billion users. This platform is advertisement free and is very user friendly in nature. Even International Voice and Video Calls can be made with the help of Internet Connection. Real time Messaging and Multimedia Sharing are its main features.
- **2010 – INSTAGRAM:** It is also a very popular Social Networking Application like Facebook. Image sharing is its basic feature.
- **2011 – SNAPCHAT:** The Story Sharing revolution was brought by Snapchat and now other social media Platforms have adopted this feature. With the help of this feature a Story is made which can be a single Picture or a Group of Pictures, or a Video and it is posted on the Social Networking Sites, it appears over there for 24 Hours and then after that it disappears.
- **2013 – SILFIE:** It became very popular in 2013. Selfies have now become a craze. Selfie is a self-clicked picture. The word became so popular that Oxford Dictionary accepted the word Selfie as “WORD OF THE YEAR”.
- **2015 – FILTERS:** social media became more attractive as well as creative with the filters of various types in picture clicking, for example filters of cats, dogs, sunglasses etc. Users can now post and upload photos with various filters.

- **2017 – TIK TOK:** It has gained popularity for video sharing. People can edit their videos and share it.
- **2019 – ARTIFICIAL INTELLEGEENCE:** It is a new social media platform. When a machine is made and modal in such a way, that it can behave almost like a human being, we say it has Artificial Intelligence.
- **2020 – YOU TUBE SHORTS:** YouTube launched ‘YouTube Shorts’ in September 2020. YouTube’s Shorts creation tools makes it easy to create short-form videos that are up to 60 seconds long with our multi-segment camera.
- **2022-2023 – X(TWITTER):** Elon Musk completed his acquisition of Twitter in October 2022. Elon Musk’s rebranding of Twitter as “X” began at the tail end of July 2023.
- **2023 – THREADS:** Threads was launched by Meta, via its Instagram app, on July 5, 2023. On Threads app we can view and share public conversations.

1.9 SOME MORE SOCIAL NETWORKING SITES:

- **SNAP FISH:** It is a picture sharing Social Networking Site and there is no limit for picture uploading and photo sharing. So, it provides hassle free image storing facility to its users.
- **XING:** it is also a professional Social Networking Site and provides much similar features as Linked In. One of the most unique features provided by XING is group discussion amongst its members.
- **BUZZNET:** Users can nurture their personal interest through this platform, by sharing photos, journals and videos of their choice.
- **FLICKR:** It is a kind of photo sharing platform, used for uploading images of high quality by professionals.
- **QUORA:** It is also an interactive platform, where knowledge can be shared. Knowledge sharing can be done through, asking questions and getting answers.
- **ZOOM:** It was founded on 21st April 2011 and has its headquarter in San Jose California, US. By Mr. Eric Yuan. The platform was highly used at the time of COVID-19 Pandemic. When the whole world was going through Global Crisis, Educational Institutions, Corporate Sector and many others have embraced it to carry out their work, through video conferencing and ZOOM meetings. It provides audio visual assistance to its users. It has supported Quarantine Learning a lot.

Literature Abridgement – Flash from the past

CHAPTER – II

LITERATURE ABRIDGEMENT – FLASH FROM THE PAST

“Research is to see what everybody else has seen and to think what nobody else has thought.”

This chapter contains a review of the literature related to the central theme and concepts. The chapter begins with an introduction, sets out the literature review goals, introduces self-developed rules for conducting the review, and finishes with the research gap. The basic objectives of analysing existing literature were to identify the research gap and to understand the need for the study. Review of literature has also helped form the foundation of the proposed study by attaining evidence for the logical significance of the research theme and feasibility testing for the planned research design.

2.1 Introduction

Reviews are important to get background knowledge of the research topic as well as to understand the related conception knowledge. It is a body of text that aims to review the critical points of current knowledge and methodological approaches on a particular topic. Most often associated with academic oriented literature, such as theses, literature reviews usually precede a research proposal and results section. Its ultimate goal is to bring the reader up to date with current Literature on a topic and forms the basis for another goal, such as future research that may be needed in the area.

Here some reviews of works of experts, academicians are presented. However, it may be pointed out that a very few research studies are found which are related to social media and college youths.

Neelamalar M. and Chitra P. ¹ (2009) have written an article on **“New Media and Society - a Study on the impact of Social networking sites on**

Indian youth”. In this research focused on impact on social interaction and behaviour by using these sites.

In this research researcher was used the Qualitative research method through quantitative analysis to know the behavioural changes of the youths caused by the social networking sites.

Researcher concluded that the most of the college students are accessing internet and computer in their lives. And the major purpose is communicating with others and the main cause is internet or use of social media is very easier and quicker than traditional methods. Recently, these sites are very convenient way to communicate with others. And it is very easily accessible medium.

The Internet has rapidly evolved from being merely an information-sharing platform to being a social networking platform used by individuals to share content, opinions, and information. Social networking is a global phenomenon that has revolutionized how people interact with each other. It affects nearly every aspect of our life: education, communication, employment, politics, healthcare, social relationships, and personal productivity. A social networking service (SNS) is an Internet-based platform used in building and developing social relations among people. It provides means by which users can interact online with people of similar interests, whether it be for office work or social purposes. It allows users to share emails, instant messaging, online comments, wikis, digital photos and videos, and post blog entries. It also offers people with disabilities a chance to make their thoughts and opinions known in a virtual environment. Social networks serve dual roles as both the suppliers and the consumers of content. They provide the user with a choice of who can view their profile. A profile is generated from answers to questions, such as age, location, interests, etc. Some sites allow users to upload pictures, add multimedia content or modify the look and feel of the profile, post blogs, comment on postings, compile and share a list of contacts. To protect user's privacy, social networks typically have the control

that allows users to choose who can view their profile, contact them, add them to their list of contacts, and so on.

2.2 Chronological Coherence Connate to Society

Hargittai, E. (2008) in his study identified the predictors of SNS usage, with particular focus on Facebook, Myspace, Xanga, and Friendster. Findings suggest that use of such sites has not randomly distributed across a group of highly wired users. A person's gender, race and ethnicity, and parental educational background are all associated with use, but in most cases only the aggregate concept of social network sites is disaggregated by service. Additionally, people with more experience and autonomy of use are more likely to be users of such sites.

Steinfeld, C., Ellison, N., & Lampe, C. (2008) in their study investigated the relationship between intensity of Facebook use, measures of psychological well-being, and bridging social capital. Self-esteem served to moderate the relationship between Facebook usage intensity and bridging social capital: those with lower self-esteem gained more from their use of Facebook in terms of bridging social capital than higher self-esteem participants. The study also suggested that Facebook affordances help to reduce barriers that lower self-esteem students and experience in forming the kinds of large, heterogeneous networks that are sources of bridging social capital.

Keenan, Andrew & Shiri, Ali (2009) in their study examined four social websites (Facebook, Myspace, LinkedIn and Twitter) from a user study perspective. After thorough participation on the websites, a series of observations were recorded from each experience. These experiences were then compared to understand the different approaches of each website. Social websites use a number of different approaches to encourage sociability amongst their users. Facebook promotes privacy and representing "real world" networks in web

environment, while MySpace promotes publicity and representing both real world and virtual networks in a web environment. Niche websites like LinkedIn and Twitter focus on more specific aspects of community and technology.

Satyanarayana (2009) in his study “Security Risks of Social Networking Websites” focused to demonstrate the main security threats posed in social media addressed by a good overall security awareness program along with technical and administrative safeguards. The study result shows that the existing information security policies already in place at many organizations can easily be extended to cover social media. Organizations do not need to issue security policies and guidelines specifically for social media.

Young, S. Dutta, D. & Dommetty, G. (2009) has explored whether psychological predictions can be made about the motivations of social network users by identifying and analysing the cues. Using observational data from 150 Facebook profiles, results from a multivariate logistic regression suggest that people providing a religious affiliation were more likely to list themselves as single (a proxy for their interest in using the network to find romantic partners) than people who do not provide religious information.

Biswajit Das and Jyoti Shankar Sahoo (2011) in their study identified the negative impacts of SNS on its users. The result shows that growth of social networking sites shows a significant change in the social and personal behaviour of Internet users. People being immersed in virtual life and forgot about the physical world around them. It becomes a reason for anxiety and addiction. Though it has started to affect the daily activities of normal human beings, the popularity of SNS is not going to reduce in near future and has become an essential medium of communication and entertainment among the young adults.

Tracy Packiam Alloway, Ross Geoffrey Alloway (2012) in their research paper investigated the effect of use of social networking sites (Facebook, Twitter,

and YouTube) engagement on cognitive and social skills in a group of young adults and tested their working memory, attentional skills, and reported levels of social connectedness. Results showed that certain activities in Facebook (such as checking friends' status updates) and YouTube (telling a friend to watch a video) predicted working memory test performance. The findings indicated that Active and Passive SNS users had qualitatively different profiles of attentional control.

Kesavamoorthy.R (2013) in his study analysed the lacunae in the legal framework and also bring out the problem-solving solutions. It is concluded that the parental control absence is one of the main threats to the children. Nevertheless, the social networking sites operate in different countries with different countries having different age for child. Though the social networking sites provide minimum age to enter into the service provided by them, they cannot enforce them. The study reveals that the verification of the age is absent to create an account; there is nothing preventive in it, so millions of children under the age limit are using the social networking sites.

Shivani Sharma and Divya Sahu DSVV, Hardwar (UK) (2013) in their study investigated the effect of social networking websites on self-confidence and analysed the level of self-confidence of adult who permanently used the social networking sites and who doesn't use the social networking sites. The study concludes that advancement of new technology in general and social websites in particular will bring psychological problems i.e. it decreases the level of self-confidence.

Abdullah Ali Alassiri Mariah Binti Muda Rahmat Bin, Shah Alam Selangor (2014) in their study analysed the technological impact of social networking site by focused on the information used for communication, interaction and to socialize with others. The study highlighted alternative pathway to circumvent online security risks. The study has shown that social networking site has become an important communication platform appreciated and used

among students, organization and government to provide cheap and efficient service. Online social networking extends from family circle to other agents of socialization such as mass media, peer's groups and school system.

Gayatri Wani et al. (2014) in her study focused the impact of social media on the Indian politics. Social media is the primary resource for the information retrieval. Using the text mining field; huge amount of unstructured textual data collected by social media can be converted and displayed as user relations in real time. The study insists the importance of use and rise of social media in the arena of Indian politics and its impact in general and political participation by the general public. The study also examines the rise of social media as a medium to reach voters and the impact of people using social media during election campaign on poll results.

Lucky Singh, Prashant Kumar Singh and Perianayagam Arokiasamy (2016) has investigated the association between social network and depression among the rural elderly. The results showed that a better social network with 'friends/neighbours' was protective against depression among the rural elderly. This clearly points the need for more social network centres for older adults, so that they can interact with friends within the community or between communities and participate in group activities.

2.3 Chronological Coherence Connate to Business Persons

Anria Sophia van Zyl (2009) has examined the purpose of understanding of what electronic social networking encompasses. It also aims to educate IT, business decision makers, knowledge workers and librarians about the various applications, benefits and risks associated with social networking. The available resources, the benefits and perceived risks associated with electronic social networking on organizations are investigated. An individual's success in society depends on the shape and size of his/her social network and ability to network

and form connections with other social groups. The study increases the understanding of what electronic social networking encompasses and how it can be utilized for business purposes.

Kaplan, Andreas M., and Michael Haenlein (2011) in their study identified the relationship between social media and viral marketing, and illustrate the six steps executives should take in order to dance the social media/viral marketing waltz. The study considers three conditions that need to be fulfilled to create a viral marketing epidemic (i.e., giving the right message to the right messengers in the right environment) and present four different groups of social media viral marketing campaigns (nightmares, strokes-of-luck, homemade issues, and triumphs). It is concluded with five points of caution that managers should heed when trying to launch their own viral marketing campaign.

Sri Jothi.P, Neelamalar.M and Shakthi Prasad.R (2011) in their study identified the effectiveness of brand communication strategy followed in promoting and advertising their brand in social networking sites which are mainly accessed by Indian users. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites has analysed. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. Advertisers and brands use social networking sites as the major resource for their promotion and developing brand identity among the focused market.

Sharayu Patil and G.B.Patil (2013)⁴⁴ in their study identified the impact of social networking sites in organization and for jobseeker. They are useful for jobseeker as well as employer. But it's increasing popularity also giving threat to privacy of an individual. Social media has improved the recruitment process by making it more open and democratic. Using this method takes the 'personal

touch' out of relationship building and candidate identification. It is therefore unlikely to completely replace the traditional recruitment methods in the near future. Companies are using social Networking sites for cross checking and finalizing the candidate. They are visiting to their personal database which can act for them or against them.

Nufazil Altaf (2014) in his study made an attempt to identify the role of social media and describe their impact on consumer buying decision. This study also gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicate the individuals pursue an active role in information search on social media comparing to mass media. In the study consumers analyse the past performance of product/services via social media by checking likes and dislikes for it. Consumers are of view that innovative firms use social media as their marketing tool.

Shaima Abukhater, Basem Lozi and Mashhoor Maharmah (2015) has examined the impact of the social media and Social Networking sites on Business Firms' effectiveness and profit. Different statistical tools were used to make analyses for the data collected. The study findings indicated that majority of opinions confirming that social media and social networking sites affect positively and have a significant impact on the firms' effectiveness and profit especially in the telecommunication sector. The study also finds that there is an obvious and tangible difference between social media and Social Networking sites conceptually and applicably.

Srinivasan.R, Resham Bajaj and Sandeep Bhanot (2016)⁴⁸ in their study "Impact of Social Media Marketing Strategies used by Micro Small and Medium Enterprises (MSMEs) on Customer acquisition and retention" explored the concept of social media marketing and its role in the Micro Small and Medium Enterprise (MSME) sector. It also studied the correlation between the sales obtained by a successful marketer and the time spent on social media marketing.

Exploratory research is used to study the social media marketing strategies used by these MSMEs for customer acquisition and retention. It is found that social media participation has a strong influence on brand awareness and brand trust, which in turn, have a strong influence on customer acquisition and customer retention.

2.4 Chronological Coherence Connate to Professionals

Farmer.A.D, Bruckner Holt.C.E.M, et al. (2009) in their study ascertained whether Facebook has user groups that are connected with common medical conditions, and to classify the user groups that were identified as well as enumerating the number of individual users contained therein. The study concludes that Facebook is providing a readily accessible portal for patients, careers and healthcare professionals to share their experiences of investigation, diagnosis and management of disease.

Ranieri, Maria, Stefania Manca, and Antonio Fini (2012) in their study examined professional use of social network sites, particularly with reference to groups of teachers on Facebook. The study presents the results of two surveys addressed to the founders of five Italian Facebook groups and their members (n=1107), with the aim of investigating mechanisms underlying group membership and reflecting on their implications for professional development. The study investigated the mechanisms of group membership and their participatory dynamics in terms of group types (generic vs. thematic), duration of membership and the interplay between offline and online activities. Results showed that groups differing in terms of domain (generic or thematic) are characterized by particular mechanisms of affiliation and participation and that mechanisms of legitimation of the members, as well as of shared resources, are associated with the duration of membership.

Thomas, Michael and Howard Thomas (2012) in their study examines the role of social and digital media in the business school and particularly to know how such innovative technological processes can be leveraged to enhance teaching instruction and enrich learning about practice and research. It also discusses a series of extant models of technology-based learning and conjectures about how they can be used creatively and meaningfully in business school teaching. In many business schools “face-to-face” learning is perceived to be of much higher quality than on-line learning approaches. The study notes the resistance to the adoption of new technology both by business school professors and deans.

Meena K. Chand Subhash, Meena N.R (2013) in their study examined whether agricultural professionals in India have used social media as a means of networking and collaboration in their activities as research and extension professionals. The study has revealed that agricultural researchers and extension professionals have availed internet/ e-mail/social media etc., as the major sources of information. The popular social media used was Facebook. The major reason for using social media attributed by them was to establish socializing connections with their colleagues/contacts, through which, they have derived benefits on knowledge gain in their professions and have updated skills developments. A result from the analysis has also recommended the use of social media for networking and communication among agricultural scientists.

Essam A. H. Mansour (2015) in his study described the usage of Social Networking Sites (SNSs) by the faculty members of the School of Library and Information Science (SLIS). This study revealed that SNSs are used moderately by the faculty members. Faculty members were interested in the use of SNSs. YouTube, Twitter, Facebook and blogs respectively were used mostly by faculty members, but Twitter, Facebook and YouTube were the most famous SNSs they have profiles on. Faculty members have adopted SNSs mainly for the purpose of

communicating with others, finding and sharing information with peers and students as well.

2.5 Chronological Coherence Connate to Employees

Raymond T. Sparrowe, Robert C. Liden, Sandy J. Wayne and Maria L. Kraimer (2001) has conducted a field study involving 190 employees in 38 work groups representing five diverse organizations. The study evidenced that social networks, as defined in terms of both positive and negative relations, are related to both individual and group performance. As hypothesized, individual job performance was positively related to centrality in advice networks and negatively related to centrality in hindrance networks composed of relationships tending to ruin task behaviours. Hindrance network density was significantly and negatively related to group performance.

Bennett and James, et al. (2010) has examined positive and negative perceptions of social networking in the workplace. The link between social networking and organizational culture is examined by looking at whether social networking tools are capable of revitalizing and reshaping the culture and brand of an organization, which in turn can lead to better ways of working and increased levels of employee productivity and satisfaction. The findings indicate that the business advantages and benefits of social networking in the workplace are still very much underappreciated and undervalued. The study highlights that social networking technology can facilitate improved workplace productivity by enhancing the communication and collaboration of employees which aids knowledge transfer and consequently makes organizations more agile.

Warnakula.W.M.S.S and Manickam.B (2010) has identified the usage level of online social networking websites (SNSs) of employees, the means of using SNSs by employees for personal and professional development, and the measures required to facilitate effective use of SNSs for personal and professional

development. Majority is expecting to update and complete their SNS profiles and network with more personal friends and professional contacts. The uses of SNSs for emotional rewards were common among the employees. Therefore, the immediate interest of organizations in increasing SNS use of employees is needed, in order to direct it in a way that facilitates both organizational growth and professional development of employees. The organizations could adapt strategies to raise the awareness of such SNS uses among its employees. A pool of rich information could help decision makers to make fact/evidence-based decisions that enable use of new media such as SNSs for effective personal, organizational and social outcomes minimizing possible drawbacks.

Slovenia Malte Martensen, Kathrin Borgmann and Markus Bick ESCP (2011) has examined whether and in what way SNS are changing the nature of the relationship between employer on the one hand and employees and job applicants on the other. By means of an online survey, information was collected about attitudes towards data security, self-marketing and career development. This study suggests that employees who use social networking sites as self-marketing tools aim to build a positive reputation and thus redress the asymmetrical information relationship with employers. The survey also shows that data security plays an important role.

Benjamin B. Aguenza¹, Amer Hani Al and Ahmad Puad Mat Som (2012) has examined the relevance of collaborative technology such as social media to employee productivity, challenges and constraints of social media in the workplace. It was found that the use of social media has a positive impact on employee productivity, two-way communication and effective collaboration. Organizations should establish appropriate policies at workplace and determine how much use will be made of social media sites for job purposes. Uncontrolled and unmonitored social media is a security risk; however, controlled and

monitored social media will enrich the organization's work processes, boost collaboration and ultimately enhance collaboration.

Murad Moqbel, Saggi Nevo and Ned Kock (2013) has examined the use of social networking sites by organizational members and its effect on job satisfaction, organizational commitment, and job performance. The exploratory study is based on a survey of 193 employees, focusing on the following constructs: social networking site use intensity, perceived job satisfaction, perceived organizational commitment, and job performance. The results show that social networking site use intensity has a significant positive effect on job performance through the mediation of job satisfaction, and that this mediating effect is itself mediated – in a nested way – via organizational commitment. The findings suggest that social networking site use, rather than causing presenteeism, may be a new way through which employees balance their work-life realms, in turn benefitting their organizations.

Neelamalar M. and Chitra P. (2009) have written an article on “**New Media and Society - a Study on the impact of Social networking sites on Indian youth**”. In this research focused on impact on social interaction and behaviour by using these sites. In this research researcher was used the Qualitative research method through quantitative analysis to know the behavioural changes of the youths caused by the social networking sites. Researcher concluded that the most of the college students are accessing internet and computer in their lives. And the major purpose is communicating with others and the main cause is internet or use of social media is very easier and quicker than traditional methods. Recently, these sites are very convenient way to communicate with others. And it is very easily accessible medium. Social networking sites are providing positive matter or information to the college students. So, college students are not only using social media but they are aware

and consciousness about it. Researcher suggested that every college student spare some time with their family and also communicate with each other face to face.

Biswajit Das, Jyoti Shankar Sahoo (2010) attempted to study on the **“Social Networking Sites - a Critical Analysis of Its Impact on Personal and Social Life.”** In this research, researcher focused on growing popularity of these sites among the social media and internet users demands an introspection of social behaviours and human beings. Researcher wants to know that how social media sites affects our relationships and social behaviours? Are we going

towards a darker world of social networking sites? This research wants to know about negative impact of these sites on the users. In this research, majority of the respondents are putting their personal data like name, address contact no's; working profile etc. it is very serious. If you once put your data after that you cannot control. In this research researcher using secondary

method for data collection. And finally, researcher concluded that the growth of these sites shows a most important change in the personal behaviour and social of Internet users. Social medias have become a important tool of interaction and entertainment among the college students. Though social media started to affect the daily activities of human beings, the popularity of social networking sites are not indicating negativity in coming future. Everyone in this world is be used social media for good as well as bad. Social media sites are connecting entire world together and cross the geographical border. And it reduces the gap between person to person or any group. Researcher wants to suggest that everyone should control their habits of using social networking sites and should not share any personal information in sites. Also, should not use in work place.

S.No.	Authors	Year	Country	Title	Variables Studied	Major Finding
1.	Preeti Srivastava	2012	India	Social Networking & Its Impact on Education-System in Contemporary Era	<ul style="list-style-type: none"> • Role of SNS • Impact of SNS on education system • Consequences of SNS 	<ul style="list-style-type: none"> • Social networking allows participant the opportunity for just-in-time Learning and higher levels of engagement. • Social networking services provide a virtual ‘space’ for learners where they share and search for knowledge which contributes to informal learning. • Educational social networking can be helpful to a student’s learning environment, as long as it is used correctly and responsibly.
2.	Andrei Stanciu, Florin Mihai & Ofelia Aleca	2012	Romania	Social Networking as An Alternative Environment for Education	<ul style="list-style-type: none"> • Social Networking Sites • Access frequency • Communication • Collaboration • Sharing 	<ul style="list-style-type: none"> • Communication and collaboration have a significant influence on the potential use of Social Networking Sites for educational purposes. • Resource sharing has a significant influence on the use Social Networking Sites in educational purpose.
3.	Ali Derakhshan & Samareh Hasanabba si	2015	Iran	Social Networks for Language E-Learning	<ul style="list-style-type: none"> • Social media • Email skill • Language E-Learning process 	<ul style="list-style-type: none"> • Facebook has the most significant effect on second language E-Learning.

						<ul style="list-style-type: none"> • Most second language learners approved of English learning through the Internet tools and their positive effect on learning skills. • Email skill leads to positive effect on the E-Learning process and has the greatest impact on writing skills.
4.	Laleye Ademiotan Moriyike Onasanya, Samuel Adenubi & Ogunfunmilaki, Bright	2013	Nigeria	Influence of Social Networking Sites on Lifestyles, Acculturation and Self-Esteem of University Students in Ondo State, Nigeria	<ul style="list-style-type: none"> • Social Networking engagement • Student's satisfaction • Self-esteem • Interpersonal relationship 	<ul style="list-style-type: none"> • Student's social lives are being affected by the usage of Social Networking Sites because online social networking has deeply penetrated university campuses. • Social Networking Sites allow students to search for normative information about their university culture, norms, policies and educational goals. • Increased social participation of students in Social Networking Sites facilitates Student's self-esteem development. • Social Networking Sites assist students who are shy and less sociable by providing an easier way for them to form connection.

5.	Vivek Shah, Jalpa Shah & Marcos Sivitanides	2012	United States of America	The Evolution of Interpersonal Relationships and Group Formation	<ul style="list-style-type: none"> • Computer Mediated Communications • Offline relationships • Online group behaviour • Social Networking 	<ul style="list-style-type: none"> • The extensive use of online communication and relationships leads to a distraction in the development of real offline relationships between students. • Social networking websites have allowed users to share personal information, opinions and thoughts with friends that lead to new significant relationships. • The digital media age positively bridged communication gaps among online groups but has also created concerns regarding their privacy invasion.
6.	Rizal Rizal & Anddy Steven	2012	Japan	The Impact of Social Media to Student's Critical Thinking skills	<ul style="list-style-type: none"> • Social media • Critical thinking skills 	<ul style="list-style-type: none"> • The usages of social media motivated students to take participate in online discussion. • Social Networking Sites like Facebook helps students to improve their critical thinking skills. • Students are more proficient in completing assignments, as social media give them easy and fast access in sharing arguments.

7.	Belinda Shipps & Brandis Phillips	2013	Unites States of America	Social Networks, Interactivity and Satisfaction: Assessing Sociotechnical Behavioural Factors as an Extension to Technology Acceptance	<ul style="list-style-type: none"> • Social networks • Satisfaction • Personal Involvement and Satisfaction • Perceived Ease of Use • Perceived Usefulness 	<ul style="list-style-type: none"> • Social networking websites are useful to connect with other individuals and entities for the purpose of increasing or maintaining their professional or personal ties. • The perceived usefulness of the social networking tool leads to a satisfying user experience during their website visit. • The personal involvement construct does not have a major impact upon satisfaction. • Straightforwardness of interaction with many areas of the Social Networking Sites, such as chat, messaging, gaming etc. provide the user with a satisfying experience.
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Table 2.1: Reviews Related with Intellectual Bonding Factors

THEORITICAL FRAMWORK

CHAPTER - III

THEORETICAL FRAMWORK

“An Ideology is a theoretical framework with the way people deal with reality.”

3.1 Introduction

Theoretical framework is the most important component of the study. It is the blue print of study which indicates that how the study has been conducted. It provides direction to the dissertation as well ensures that study is internally and externally valid and reliable. It is an outline of how a given piece of research is carried out. This chapter includes the theoretical and conceptual framework of the study. It also includes the research objectives, hypothesis, research design, sampling procedure, research methods and data collection plan are also part of this chapter.

3.2 Theoretical Framework

In this study, the researchers conceive theoretical framework as a pathway in a research field that firmly makes overall findings more meaningful and acceptable for generalization. It is also seen as a specific theory that concerns various aspects of human behaviours that should be taken into account while studying events or a phenomenon. As a construct that gives life to research, a theoretical framework is a guide or a blueprint that researchers source from other authors to build their research inquiry. Theoretical framework can be employed in qualitative, quantitative, or mixed-method research.

3.3 Conceptual Frame work

A conceptual framework is a guide that best explains the natural progression of a phenomenon under consideration or study. Bas (2015) defines conceptual framework as a visual or written representation of expected relationships in research. In popular parlance, it is something the researcher develops based on a

theory. In statistical terms, it describes the relationship which exists between specific variables identified in the study even as it highlights the input, process and output of the study. Simply put, a conceptual framework is an attempt to add one's concept, construct or variable that is considered relevant to a study towards exploring or testing the relationship between them. It is usually a logical process that is backed by context. It is also an academic effort by a researcher to uncover how the research problem will be investigated in light of the theoretical framework.

3.4 Research Objectives

The broad objectives of the research are to analyse user's opinion on social networking platforms. To identify factors influencing user satisfaction and engagement to examine the relationship between user demographics and platform preferences to understand user's attitudes towards privacy and data security on social networking platforms.

3.5 Hypothesis

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

3.6 Research Design

This study descriptive research design is defined as a research method that describes the characteristics of the population that is being studied. As was used where data was collected from the respondents at one point in time. This design always focuses more on what of the research subject rather than the why of the research subject

3.6.1 Triangulation Research

This study is based on triangulation research design, deploying both quantitative and qualitative data collection techniques. The study is divided into two phases. In the first phase, the survey method is selected for large-scale inquiries, while in the second phase, experimental design, and focus group discussions are chosen to complement the quantitative data. Using triangulation research is imperative because quantitative data provides numbers and a broad perspective, while qualitative data supports these numbers with appropriate reasoning and observations.

3.6.2 Quantitative Methods

Opinion surveys are generally undertaken to understand the behaviour and pattern of respondents towards certain variables and concepts in question. They are a good way to know the ‘what’, ‘when’, ‘which’, ‘who’ of the research problem. Majorly opinion surveys are used in descriptive and explorative studies where the idea is to explore a phenomenon. In this study one-time survey technique was used. However, in prior researches one-time survey, longitudinal survey and cross-sectional studies had been used to analyse the problem. Since this research is based on triangulation research design therefore other methods will support the findings of the survey. A questionnaire was designed to understand the research problem in hand.

3.6.3 Qualitative Methods

Experimental Design

The research problem is causal relation problem therefore experimental method is most appropriate method to establish the cause of the effect and to map the effect. In this study, questionnaire, and focus group discussions were the tools and techniques deployed for primary data collection. Quantitative and qualitative research approaches had provided sufficient data for the experiment and to

establish causation. In the previous studies other researchers have selected one-time survey, longitudinal study and cross-sectional study to analyse similar problem. There is much debate about impact of SNP on youth, most of the researches are in its initial stage and are using qualitative and cross-sectional methods. Experimental designs and longitudinal studies should be selected to analyse the effect.

3.7 Sampling Procedure

Social media researches try to assess various activities of social media users. Some seek to find pros, some the cons, while others aim to make comparisons or find relationships between different variables. No matter what the researcher seeks, assessing social media usage will involve, but may not be limited to the following:

1. Asking research question(s). This helps the researcher identify what variables (Independent and dependent) to look for.
2. Hypothesize relationships among variables.
3. Choose a data analysis method based on Nos 1 and 2: Is the research descriptive, inferential or both? Inferential uses sample statistics to infer cause and effect, recursive, one-way or multi-dimensional relationships. Descriptive use of sample information to explain Association, Causal relationships, Tendency, trend, range, and dispersion. It is also used in non-parametric analysis such as (chi-square, t-test, 2-way ANOVA) or both statistical methods are required for different hypotheses raised in the research.
4. A survey is generated to collect data from the target group. Here, the questions are raised to find views on the dependent and independent variables. Social media research requires self-reporting feelings on system design features, beliefs, behavior, emotion, and related variables, attitude towards using, and actual

system use. This can be carried out either by finding established multi-item questions and scales for the variables or by generating multi-item questions that will lead to user self-reporting. Variables are categorized in sections, with each section having multi-item questions. The purpose of multi-item questions is for cancelation of inconsistency and for improving reliability.

5. After the survey responses have been collected, the worded items are coded and appropriate statistical tests are carried out to find relationships, associations, trends, causal effects, etcetera.

3.8 Research Methods

In this study, there was a major requirement of primary data. Secondary data was collected by reviewing the literature (books, journals, researches, newspaper, internet etc). Primary data was collected through questionnaires, field observations, Google (forms), focus group discussions.

METHODOLOGY – A PATH

CHAPTER – IV

METHODOLOGY – A PATH

“Methodology Is Applied Ideology”

4.1 Introduction

This chapter explains various methodologies that were used in gathering data and analysis which are relevant to the dissertation. The methodologies will include research design, sampling and sample size, types of data, data collection method and its management.

4.2 Research Approach/ Strategy

There are two types of research approach i.e. quantitative approach this technique uses numerical data or data that are quantified and Qualitative approach that uses non-numerical data or data that have not been quantified. The researcher uses this for non-standardized data based on meanings that need to be expressed through words such as managerial decisions. The researcher combined both, quantitative approach and qualitative approach in analyzing the data collected. The reasons are due to the fact that some findings needed personal assessment of the information obtained from respondents, while some conclusions reached after doing a statistical analysis.

4.3 Population of the Study

Population of the study means covers all the cases of individuals or things or elements that fit a certain specification i.e. all the items under consideration in any field of inquiry constitute. The population for this study was about 182 respondents, which will include students, private sector employees, gov. service, business persons etc. Sampling/ sample means is a part of the population where the study will take place and sample design is a definite plan for obtaining a

sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

4.4 Sampling and Sample Size

4.4.1 Sample Size

The sample size that was used in the study was 182 respondents which included: students, private sector employees, gov. service, business persons etc.

4.5 Type and Sources of Data

Both primary and secondary data was used in this study. Primary data was obtained from the questionnaires, filled by respondents whereas secondary data was from various statistical reports and projects.

4.5.1 Primary Data

Primary data form first-hand information that the researcher collects for his/her particular study. Primary data for this study was collected from 182 respondents were selected randomly in the various areas.

4.5.2 Secondary Data

Secondary data are normally data collected earlier for different uses. In this study, secondary data involved intensive literature review on the similar study undertaken by different authors.

4.6 Data Collection

In this study, the researcher will use questionnaires as a way of data collection.

4.6.1 Questionnaire

A questionnaire is a general term to include all techniques of data in which each person is asked to respond to the same set of questions in a predetermined order. Basing on the nature of the study, the questionnaires were used to get information which was used in the analytical part of the study. This will help to get an in-depth understanding on the real extent of the study.

4.7 Validity

Validity is concerned with whether the findings are really about what they appear to be about. During the planning stage an expert was consulted to check the schedule before actual data collection. All questions were pre tested in the relevant study areas. Modifications was made before actual data collection for the purpose measuring theoretical meaning and concepts and consistency of language used to represent concepts thus validity test pre-test of questionnaire also assisted in detecting irrelevant ambiguous and redundant questions.

4.8 Data Analysis

Data collected from different sources was processed and analyzed for discussion. Appropriate computer software was used to analyze data. Both Excel and SPSS computer software were employed to analyze descriptive statistics to see the extent of effectiveness of the prepaid metering system. Similarly, through the aid of cross tabulations and ordinary frequency tables and figures, the final outcome showed the true picture of the study.

4.9 Types of Analysis

4.9.1 Descriptive Analysis

- **Percentage Analysis:** Percentage analysis is a statistical technique used to analyse and interpret data by expressing values as percentages or proportions. Here are the assumptions, applications, advantages, and disadvantages of percentage analysis statistics:
 - **Assumptions:**
 1. **Ratio scale data:** The data should be measured on a ratio scale, where zero represents a true absence of the quantity being measured.
 2. **Meaningful comparisons:** The percentages or proportions being compared should be derived from comparable bases or totals.
 - **Applications:**

1. Comparative analysis: Percentage analysis is used to compare different categories, groups, or variables within a dataset or across different datasets.

2. Trend analysis: It can be used to identify and analyse trends over time, such as changes in market share, sales, or population characteristics.

3. Performance evaluation: Percentage analysis is employed in various fields, such as finance, marketing, and operations, to evaluate performance metrics and set targets.

4. Data interpretation: It is a useful tool for presenting and interpreting data in a more meaningful and understandable way, especially for non-technical audiences.

- **Advantages:**

1. Standardization: Expressing values as percentages or proportions allows for standardization and easier comparison of different quantities or magnitudes.

2. Relative comparison: Percentage analysis facilitates the relative comparison of values within a dataset or across different datasets, providing context and perspective.

3. Simplicity: Calculating and interpreting percentages is generally straightforward and easily understood by a wide audience.

4. Flexibility: Percentage analysis can be applied to various types of data, including counts, measurements, and ratings, across different fields and domains.

- **Disadvantages:**

1. Loss of absolute values: Percentage analysis focuses on relative comparisons and proportions, which can obscure or omit the absolute values or magnitudes being analysed.

2. Sensitivity to base values: The interpretation of percentages can be influenced by the base values or totals used in the calculation, potentially leading to misleading conclusions.

3. Assumption violations: If the assumptions of ratio scale data or meaningful comparisons are violated, the results of percentage analysis may be inaccurate or misleading.

In summary, percentage analysis is a widely used statistical technique for analysing and interpreting data by expressing values as percentages or proportions. Its advantages include standardization, relative comparison, simplicity, and flexibility. However, it has limitations, such as the loss of absolute values, sensitivity to base values, and potential assumption violations. Researchers and analysts should carefully consider the assumptions and limitations of percentage analysis and use it in conjunction with other statistical techniques when appropriate to gain a more comprehensive understanding of the data.

4.9.2 Inferential Analysis

➤ **Sample Proportional Test:** Assumptions, applications, advantages, and disadvantages of the sample proportional test analysis are as follows:

- **Assumptions:**

- 1. Random Sampling:** The data must be obtained from a simple random sample from the population of interest.

- 2. Independence:** The observations (individuals) in the sample are independent of each other.

- 3. Dichotomous Data:** The data must be dichotomous, meaning that each observation falls into one of two mutually exclusive categories (e.g., success/failure, yes/no, present/absent).

- 4. Normality:** For large sample sizes (typically $n > 30$), the sampling distribution of the sample proportion is approximately normal.

- **Applications:**

1. **Market Research:** Analyzing the proportion of consumers who prefer a particular product or service.

2. **Opinion Polls:** Estimating the proportion of people in favor or against a particular political candidate or policy.

3. **Quality Control:** Determining the proportion of defective items in a production batch.

4. **Medical Studies:** Assessing the proportion of patients responding positively to a particular treatment.

5. **Social Sciences:** Analyzing the proportion of individuals exhibiting a particular behavior or characteristic.

- **Advantages:**

1. **Simple and Intuitive:** The sample proportion and its analysis are easy to understand and interpret.

2. **Versatile:** The proportional test can be applied to a wide range of scenarios involving dichotomous data.

3. **Confidence Intervals:** Confidence intervals provide a range of plausible values for the true population proportion.

4. **Hypothesis Testing:** The proportional test allows for statistical hypothesis testing to determine if the observed proportion is significantly different from a hypothesized value or another sample proportion.

- **Disadvantages:**

1. **Dichotomous Data Limitation:** The proportional test can only be applied to dichotomous data, and it cannot handle more than two categories or continuous data.

2. **Sample Size Requirement:** For reliable results, the sample size should be reasonably large, especially when the true proportion is close to 0 or 1.

3. Independence Assumption: The assumption of independence may be violated in certain situations, such as clustered or correlated data, leading to invalid results.

4. Normality Assumption: For small sample sizes ($n < 30$), the normality assumption may not hold, and the test may not be accurate.

It's important to carefully consider the assumptions and limitations of the sample proportional test before applying it to a given data set. Additionally, other statistical tests, such as the chi-square test or the binomial test, may be more appropriate depending on the specific research question and data characteristics.

➤ **Chi-Square Analysis:** Chi-square statistics is a widely used statistical test that measures the divergence of observed data from expected data. Here are the assumptions, applications, advantages, and disadvantages of chi-square statistics:

- **Assumptions:**

- 1. Random sampling:** The data must be obtained through random sampling from the population of interest.

- 2. Independence of observations:** The observations or data points must be independent of each other.

- 3. Mutually exclusive categories:** The categories or groups being compared must be mutually exclusive.

- 4. Expected frequencies:** The expected frequencies for each category or group must be reasonably large, typically greater than 5.

- **Applications:**

- 1. Test of independence:** Chi-square is used to determine if two categorical variables are independent or associated with each other.

- 2. Goodness-of-fit test:** It can be used to assess whether observed data fits a theoretical distribution or a specific hypothesis.

3. Contingency table analysis: Chi-square is used to analyze contingency tables, which are tables showing the frequencies of different combinations of categorical variables.

4. Homogeneity test: It can be used to test if the proportions or frequencies of a categorical variable are the same across different groups or populations.

- **Advantages:**

1. Simple calculation: The chi-square statistic is relatively easy to calculate and interpret.

2. Versatility: It can be applied to various types of data, including nominal, ordinal, and categorical variables.

3. Non-parametric: Chi-square is a non-parametric test, meaning it does not make any assumptions about the underlying distribution of the data.

4. Hypothesis testing: It allows researchers to test hypotheses about the relationships or distributions of categorical variables.

- **Disadvantages:**

1. Large sample size requirement: Chi-square tests may not be appropriate for small sample sizes, as the expected frequencies may be too low for accurate results.

2. Lack of information about the strength of the relationship: While chi-square can indicate whether a relationship exists between variables, it does not provide information about the strength or direction of the relationship.

3. Assumptions violations: If the assumptions of chi-square are violated, such as lack of independence or expected frequencies being too low, the results may be inaccurate or misleading.

4. Sensitivity to sample size: Chi-square tests can be overly sensitive to large sample sizes, leading to the detection of statistically significant but practically insignificant differences.

In summary, chi-square statistics is a versatile and widely used statistical technique for analyzing categorical data and testing hypotheses about relationships and distributions. It has several advantages, such as simplicity and versatility, but also has limitations, such as the requirement for large sample sizes and the potential for assumption violations. Researchers should carefully consider the assumptions and limitations of chi-square statistics when applying it to their data and interpreting the results.

➤ **t - Test Analysis:** Certainly! The t-test is a statistical hypothesis test used to determine if there is a significant difference between the means of two groups or samples. Here are the assumptions, applications, advantages, and disadvantages of t-test statistics:

- **Assumptions:**

- 1. Normality:** The data in each group should be approximately normally distributed, especially for small sample sizes.

- 2. Independence:** The observations within and between groups should be independent of each other.

- 3. Homogeneity of variance:** The variance of the two groups should be approximately equal (for Student's t-test).

- **Applications:**

- 1. Comparison of means:** The t-test is primarily used to compare the means of two independent groups or samples (independent samples t-test) or to compare the means of two related groups or samples (paired samples t-test).

2. Single sample testing: It can also be used to test whether the mean of a single sample differs significantly from a hypothesized value (one-sample t-test).

3. Experimental studies: T-tests are commonly used in experimental research to evaluate the effectiveness of interventions or treatments by comparing the means of the experimental and control groups.

4. Biomedical research: T-tests are widely used in fields like medicine, psychology, and biology to analyze data and draw conclusions about group differences.

- **Advantages:**

1. Simple and intuitive: The t-test is relatively simple to understand and interpret, making it accessible to researchers across various disciplines.

2. Robustness: The t-test is relatively robust to violations of the normality assumption, especially with larger sample sizes.

3. Versatility: It can be used for both one-tailed and two-tailed hypotheses, as well as for paired and independent samples.

4. Familiarity: The t-test is a well-established and widely accepted statistical method, which facilitates communication and comparison of results across studies.

- **Disadvantages:**

1. Sensitivity to assumption violations: If the assumptions of normality and homogeneity of variance are severely violated, the t-test may produce inaccurate or misleading results.

2. Limited to two groups: The t-test is designed to compare means between two groups or samples; for comparing more than two groups, alternative tests like ANOVA (Analysis of Variance) are more appropriate.

3. Focus on means: The t-test only considers the means of the groups and does not take into account other aspects of the distributions, such as shape or variability.

4. Potential confounding factors: In observational studies or non-experimental research, the t-test may not account for potential confounding variables that could influence the results.

In summary, the t-test is a widely used and powerful statistical tool for comparing means between two groups or samples. It has several advantages, including simplicity, versatility, and robustness under certain conditions. However, researchers should carefully consider the assumptions of the t-test and be aware of its limitations, such as sensitivity to assumption violations and the inability to handle more than two groups. When used appropriately, the t-test can provide valuable insights and support decision-making in various research contexts.

Analysis – An Appraisal

CHAPTER – V

ANALYSIS - AN APPRAISAL

“Analysis is the critical starting point of strategic thinking”

The advancements in the field of communication technology created a world with no boundary or limitations. The immense powers of the internet, with the launch of Web 2.0 - Social Networking Sites are redefining the field of communication. Social Networking has occupied an important place in our lives which is obvious from our gestures of enquiring. This chapter describes the analysis and interpretation of data collected from the respondents to evaluate the impact of social networking platforms.

5.1 DESCRIPTIVE

➤ Percentage Analysis

This section describes the percentage analysis of the feedbacks collected from the respondents. Social networking websites provides opportunity to build social relations with other people having similar interests. Therefore, the demographic factors in this study are considered necessary.

The percentage can be found by dividing the value by the total value and then multiplying the result by 100.

The formula used to calculate the percentage is:

$$Percentage = \left(\frac{value}{total\ value} \right) \times 100$$

5.1.1 UNIVARIATE

Table: 5.1.1 Person's Gender

MALE	FEMALE	OTHER
114	68	0
63%	37%	0%

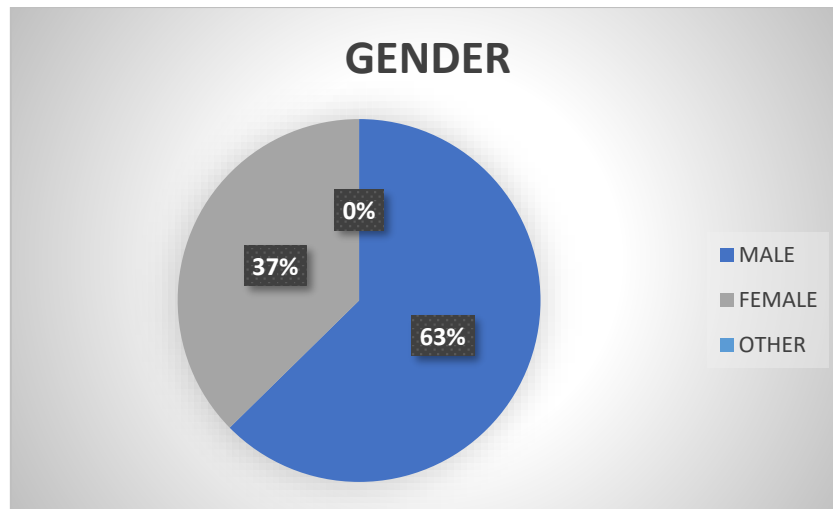


Fig.: 5.1.1 Description of Gender in our survey

From above table and figure viz. 5.1.1, we see that, in the survey, males are 63% i.e. 114 and rest 37% are females i.e. 68.

Table 5.1.2: Person's Age Group

BELOW 18	18-25	25-40	ABOVE40
12	128	34	8
7%	70%	19%	4%

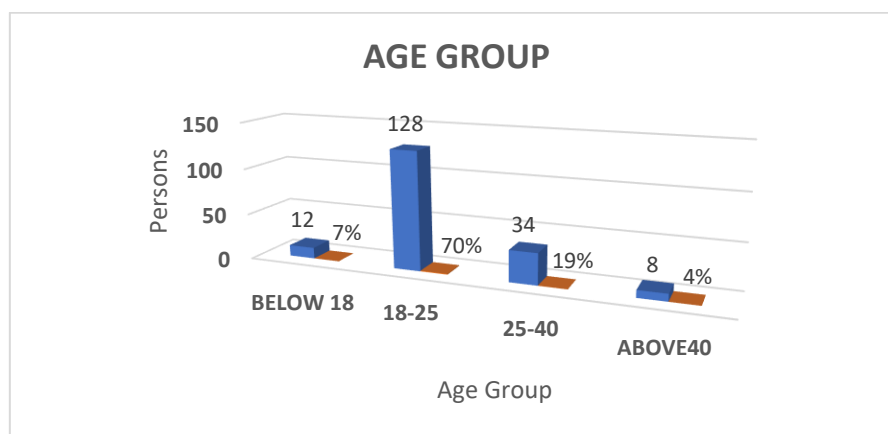


Fig. 5.1.2: Description of age groups in our survey

From above table and figure viz. 5.1.2, we see that most of the person of age group 18-25 years, i.e. 70% and rest 30% is from the age group below 18 years, age group 25-40 years, and age group above 40 years.

The results shows that the majority of the respondents are in the adulthood group.

Table 5.1.3: Person's Occupations

STUDENT	GOV. SECTOR	PVT. SECTOR	BUSSINESS OR SELF EMPLOYEE	OTHER
119	15	33	11	4
65%	8%	18%	6%	2%

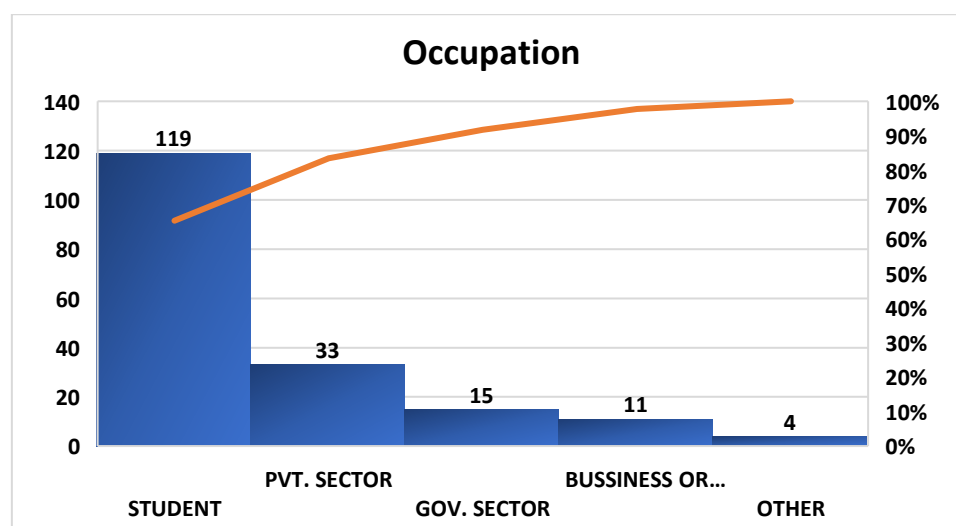


Fig. 5.1.3: Description of Occupation in our survey

From above table and figure viz. 5.1.3, we see that most of the persons in survey are students with the number of 119 i.e. 65% and rest 35% is engaged in occupation like gov. services, pvt. sectors, business or self-employed etc.

Table 5.1.4: Most Used Social Media Platforms

Facebook	Instagram	WhatsApp	Snapchat	X(Twitter)	LinkedIn	Blogger	YouTube	Other
73	136	156	91	35	34	7	126	9
40%	75%	86%	50%	19%	19%	4%	69%	5%

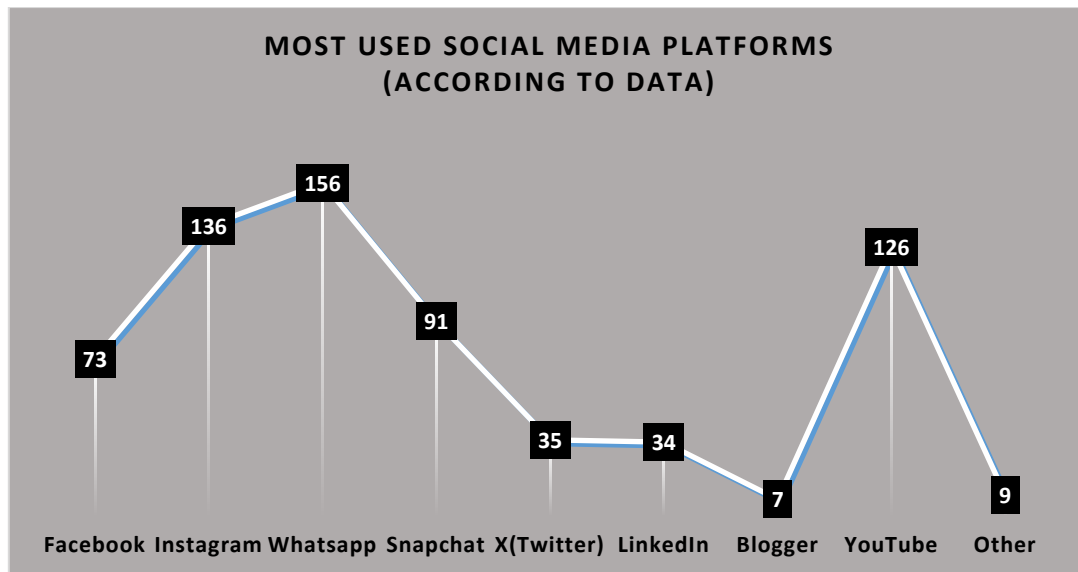


Fig. 5.1.4: Most used Social Media Platforms according to our survey

From above table and figure viz. 5.1.4, we see that most of the persons are using different type of social media platforms. According to survey the most used platform is WhatsApp with the average of 86% i.e. 156 followed by Instagram (average of 75%), YouTube (average of 69%), Snapchat (average of 50%), Facebook (average of 40%), X and LinkedIn (average of 19%) etc.

Table 5.1.5: Primary Reason for using Social Networking Platforms

Reason for using Social Networking Platforms	Persons	Avg.
Stay connected with family and friends	138	76%
Entertainment	102	56%
Keep Up With News/Gossip/Trends	89	49%
Profession networking	47	26%
Other	5	3%

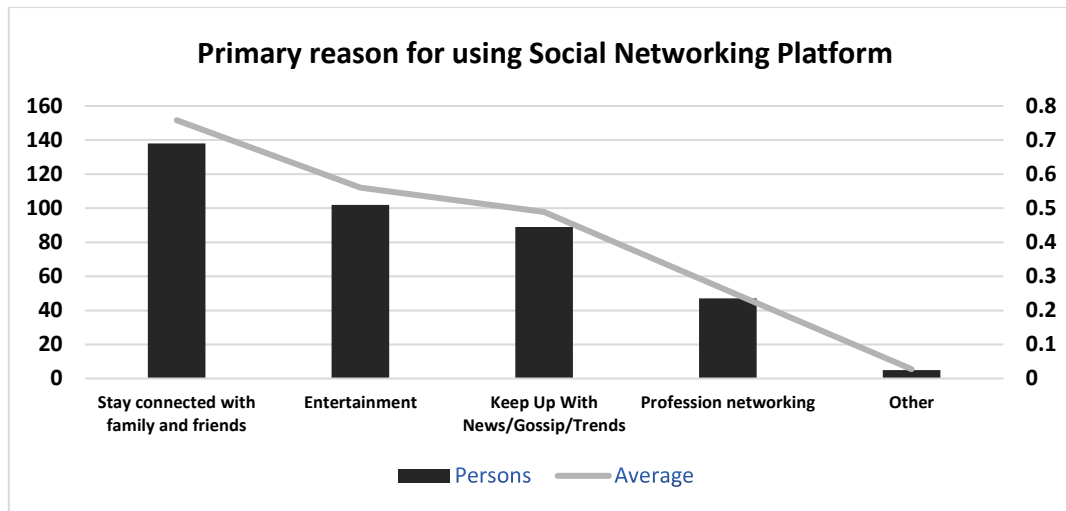


Fig. 5.1.5: Primary reason for using Social Networking Platform according to our survey

From above table and figure viz. 5.1.5, we see that the primary reason of using social networking platforms is ‘Stay connected with family and friends. A number of 138 persons (average 76%) ticked that option. Some other primary reasons of using social networking sites are entertainment, keeping update ourselves, professional networking and many more.

Table 5.1.6: Spending time on Social Networking Platforms

Time (in hours)	Persons	Average
Less Than 1 Hours	25	14%
1-2 Hours	55	30%
2-3 hours	64	35%
More Than 3 Hours	38	21%

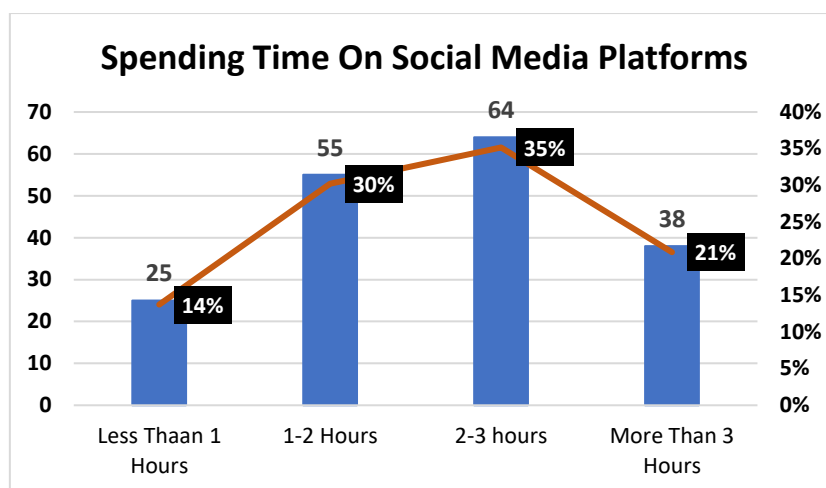


Fig. 5.1.6: Spending time on Social Media Platforms according to our survey

From above table and figure viz. 5.1.6, we see that the 35% peoples spend 2-3 hours on social networking platforms. A number of 64 peoples are spending 2-3 hours on social media. 55 peoples (30%) spend 1-2 hours, 38 peoples (21%) spend more than 3 hours, 25 peoples (14%) spend less than 1 hour.

Table 5.1.7: Sharing post on Social Networking Platforms

Sharing Posts	Persons	Average
Every Day	15	8%
1-2 Times in a week	21	12%
Slightly often in a month	88	48%
Not at all	58	32%

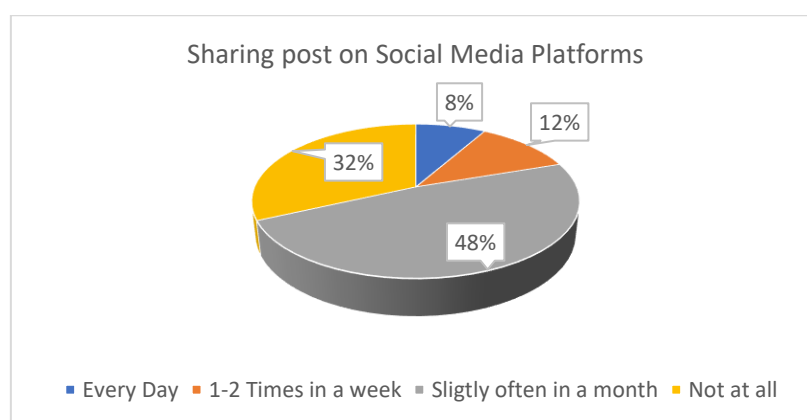


Fig. 5.1.7: Sharing post on Social Media Platforms according to our survey

From above table and figure viz. 5.1.7, we see that most of persons shares post slightly often in a month i.e. 88 persons (48%). 58 persons (32%) shares posts not at all and remaining 20% are shares posts every day and 1-2 times in a week.

Table 5.1.8: Most Used Feature for Sharing Content Social Networking Platforms

Used Most	Persons	Average
Posts	58	32%
Stories	123	68%
Notes	33	18%
Other	16	9%

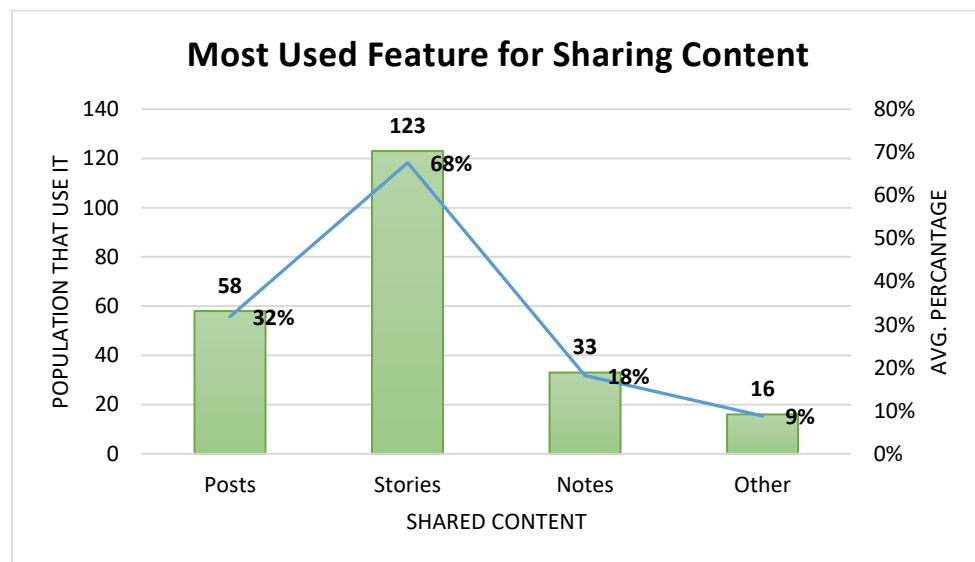


Fig. 5.1.8: Most Used Feature for Sharing Content on Social Media Platforms according to our survey

From above table and figure viz. 5.1.8, we see that most used feature for sharing content on social networking platforms is through stories i.e. 68% (123 peoples), 58 peoples (32%) use posts to share content. Remaining are uses notes and others features for sharing content.

Table 5.1.9: Most Used Shared Content type on Social Networking Platforms

Type of Content	Persons	Average
Personal Life	103	57%
Ideas	61	34%
Products/Services	21	12%
Travel Destinations	60	33%
Other	18	10%

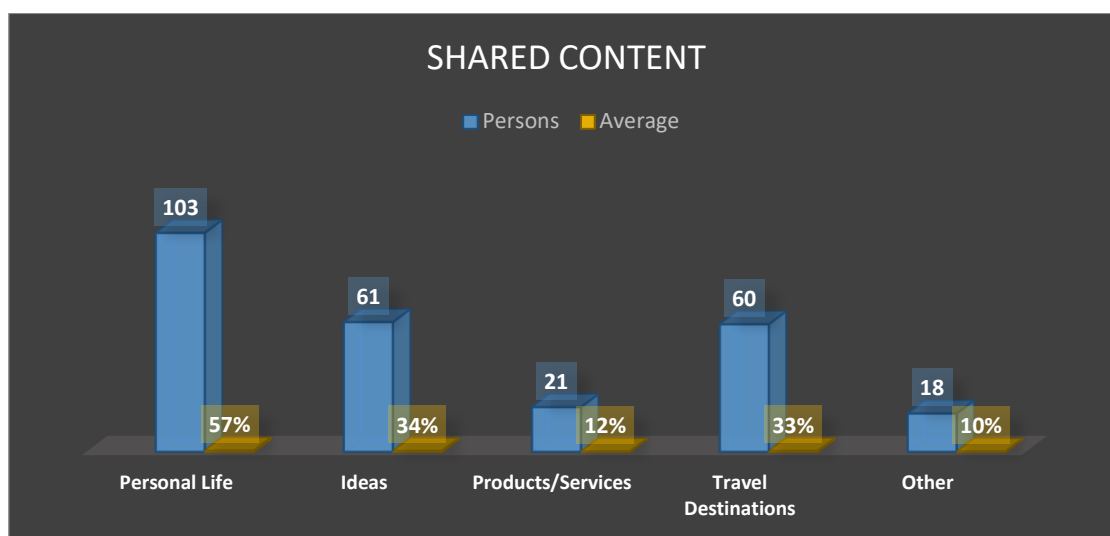


Fig. 5.1.9: Most Used Shared Content type on Social Media Platforms according to our survey

From above table and figure viz. 5.1.9, we see that the percentage of 57% (103 persons) shares content about their personal life followed by ideas (61 persons), travel destinations (60 peoples), product/services (21 peoples), and others (18 peoples).

Table 5.1.10: Emotion experience while using Social Networking platforms

Emotions	Persons	Average
Happiness	132	73%
Motivation	91	50%
Sense Of Belonging	52	29%
Inspiration	69	38%
Other	7	4%

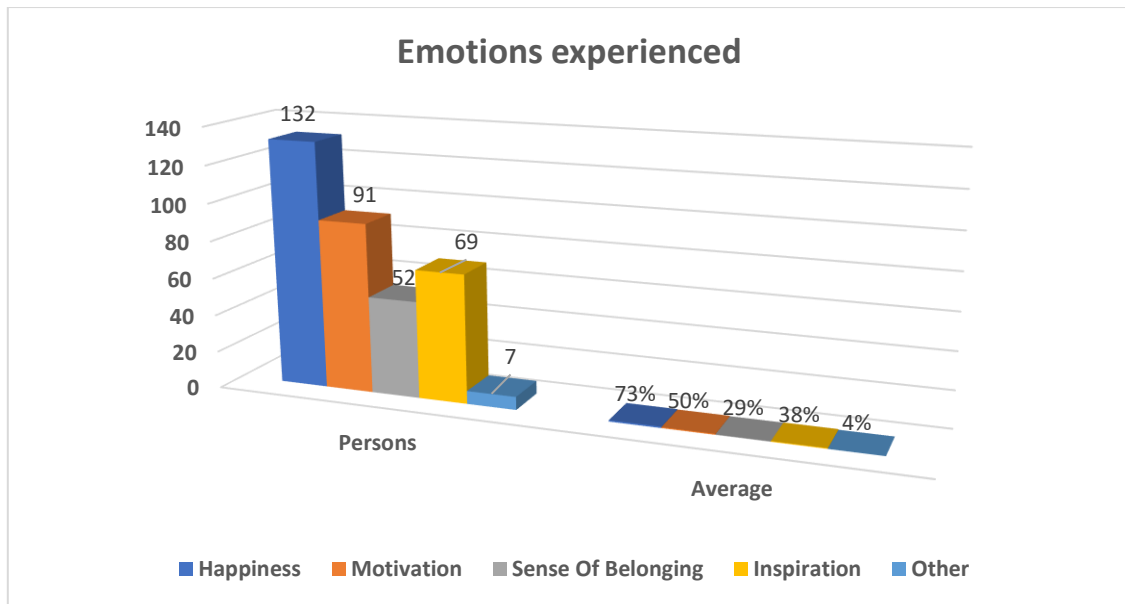


Fig. 5.1.10: Emotion experience while using Social Media Platforms according to our survey

From above table and figure viz. 5.1.10, we see that mostly peoples (i.e. 132 peoples with an average of 73%) feels happiness while using social networking platforms. 91 peoples with an average of 50% feels motivation, 69 peoples with an average of 38% feels inspiration, 52 peoples with an average of 29% feels sense of belonging and remaining are others.

Table 5.1.11: Disadvantages of using Social Networking Platforms

Disadvantages of using social networking platforms	Persons	Average
Cyber Bullying	75	41%
Negative Feelings/Emotions	51	28%
Unrealistic Expectations	67	37%
Time Consuming	118	65%
Other	1	1%

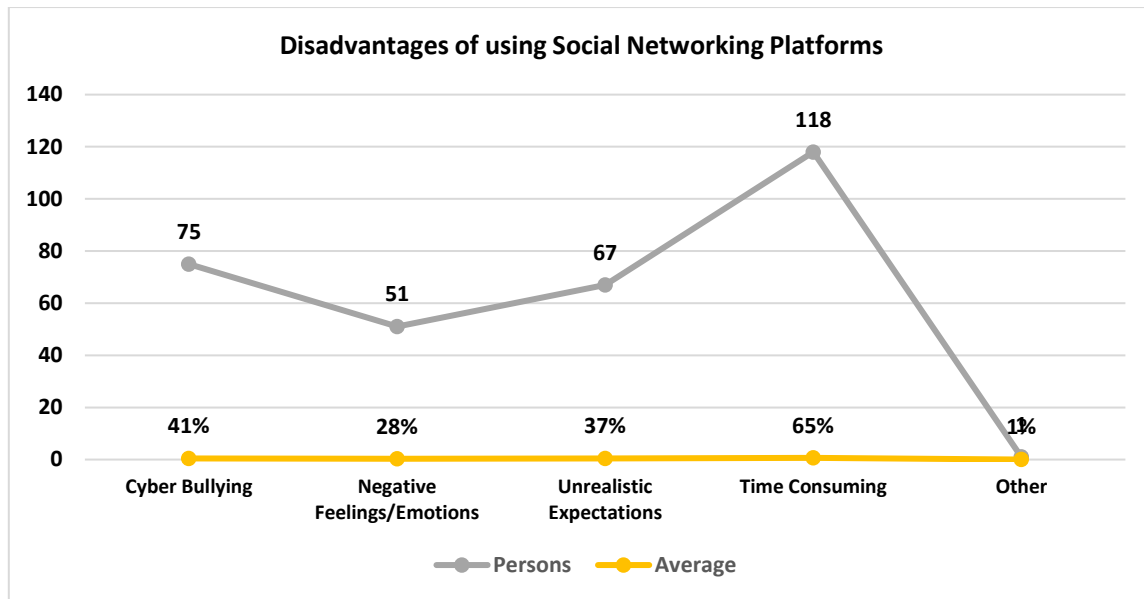


Fig. 5.1.11: Disadvantages of using Social Networking Platforms according to our survey

From above table and figure viz. 5.1.11, we see that, according to most of persons, the disadvantages of using social networking platforms are time consuming i.e. 118 persons (65%), 75 persons (41%) feels cyber bullying, 67 persons (37%) feels unrealistic expectations, 51 persons (28%) feels negative feelings/emotions, and others.

Table 5.1.12: Recommend Social Networking Platforms to others

Range	Peoples
0	26
1	14
2	20
3	16
4	21
5	35
6	10
7	14
8	4
9	2
10	20

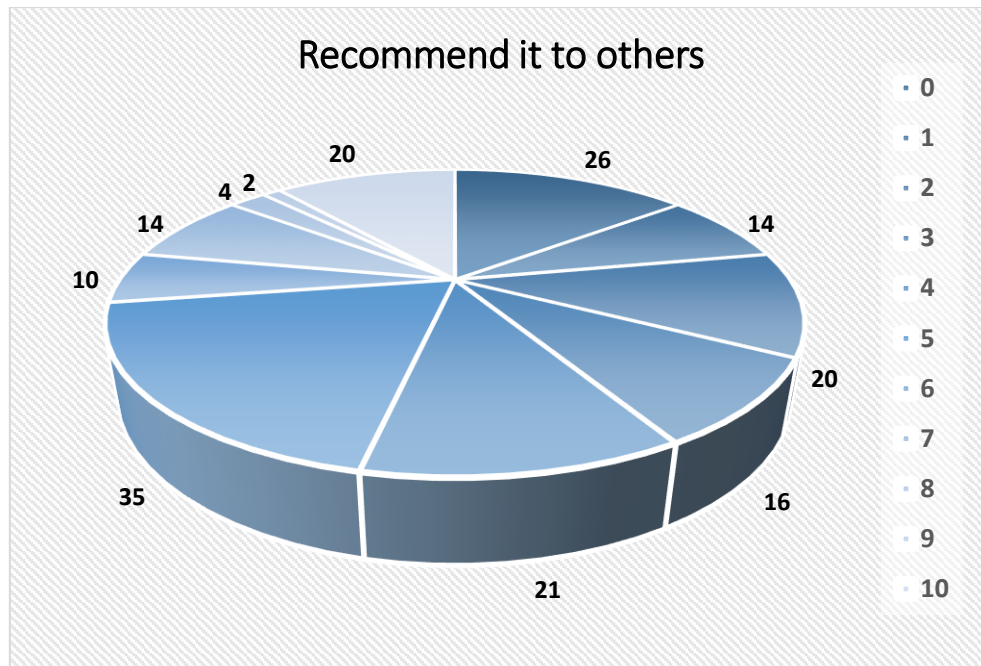


Fig. 5.1.12: Recommend Social Networking Platforms to others according to our survey
 From above table and figure viz. 5.1.12, we see that on a scale of 0-10, 35 people's rates 5 which is most.

Table 5.1.13: Satisfaction level for existing features on Social Networking Platforms

SNP	Much Satisfied	Satisfied	Natural	Less satisfied	Dissatisfied
Facebook	19	25	53	12	17
WhatsApp	56	70	30	2	3
Instagram	42	57	38	11	12
x(Twitter)	15	16	43	8	9
Snapchat	27	38	35	8	18
YouTube	68	44	25	3	2
LinkedIn	14	15	37	11	8
E-Mail	48	41	23	4	2

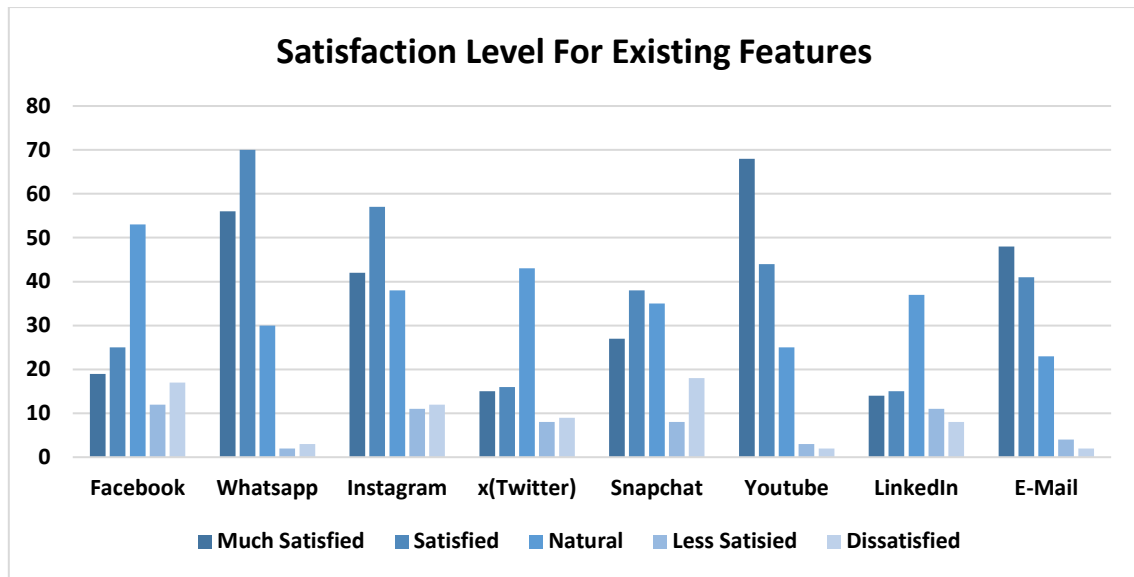


Fig. 5.1.13: Satisfaction level for existing features on Social Networking Platforms according to our survey

Above table and figure viz. 5.1.13, shows satisfaction level of existing features on various social networking platforms on a scale of much satisfied to dissatisfied.

Table 5.1.14: Concerned about privacy of submitted info on Social Networking Platforms

Concerned About Privacy		Not at all	A little	Some what	High ly
1	Deleting History	46	43	29	22
2	Financial Information (eg. Info on things you buy, where you buy from, etc.)	33	51	24	27
3	Gossip between friends	31	47	31	29
4	Lifestyle related (eg. photos, blogs, history etc)	27	46	37	25
5	Professional/Work related information	30	43	30	25
6	Religion/Political beliefs	43	42	26	24

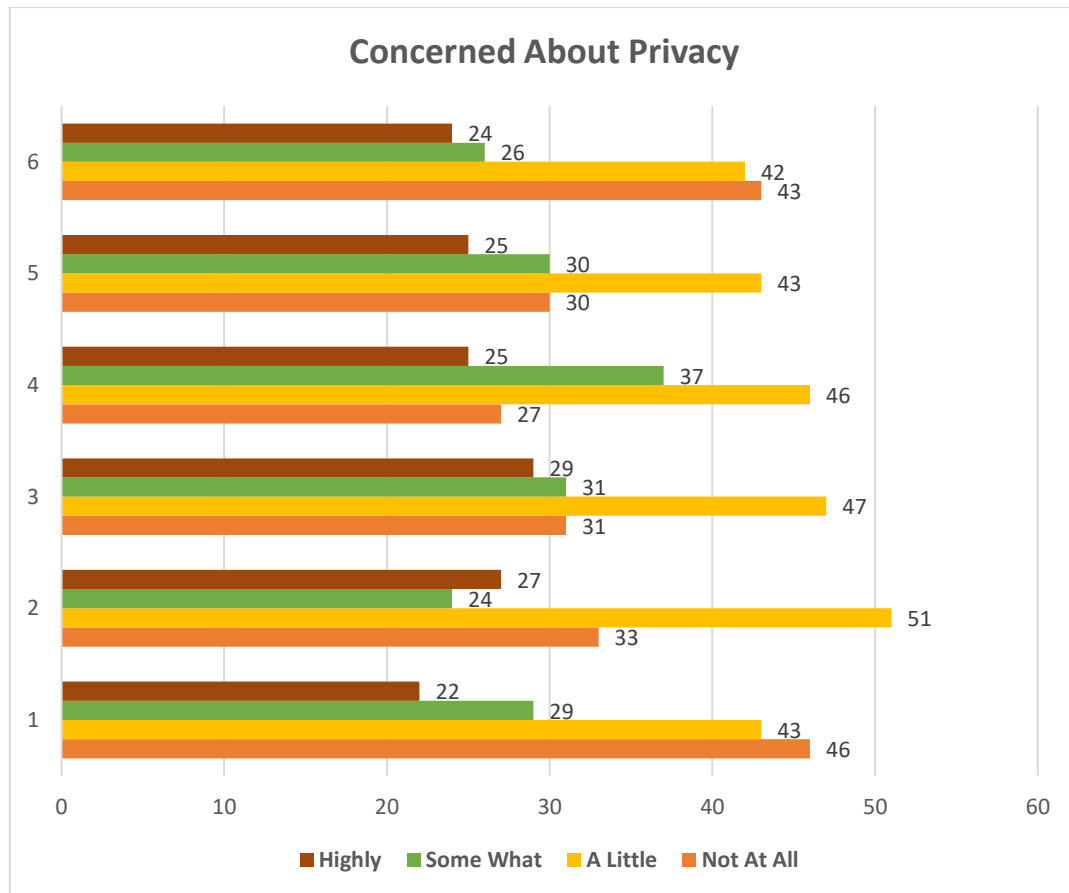


Fig. 5.1.14: Concerned about privacy of submitted info on Social Networking Platforms according to our survey

Above table and figure viz. 5.1.14, shows the numbers that peoples concerned about privacy of submitted information on social networking platforms on a scale of highly to not at all.

Table 5.1.15: Opinion about Social Networking Platforms use the most

Statements regarding opinion about social networking platforms use the most.		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I fell that the privacy of my personal information is protected	41	37	33	23	20
2	I would continue to use it regardless of its privacy policy if its helps me stay in touch with friends.	32	46	33	22	13
3	I would continue to use it regardless of its privacy policy if its popular	36	36	35	20	11
4	With using social networking technology for learning in school/colleges	18	24	30	27	37
5	Privacy policies are effective in social networking platforms	27	28	42	23	21

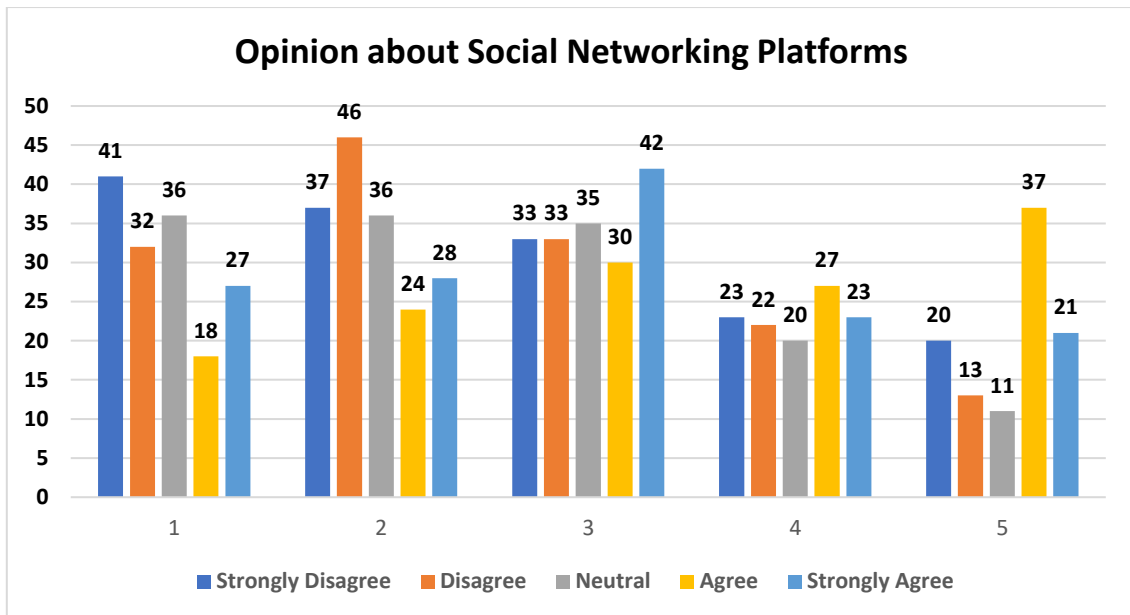


Fig. 5.1.15: Opinion about Social Networking Platforms use the most according to our survey

Above table and figure viz. 5.1.15, shows numbers of people's opinion on statements regarding social networking platforms uses the most.

5.1.2 BIVARIATE

Table 5.2.1: Gender According to Age Group

Gender According to Age Group		
AGE GROUP	GENDER	
	MALE	FEMALE
Below 18	5	7
18-25	74	54
25-40	28	6
Above 40	7	1

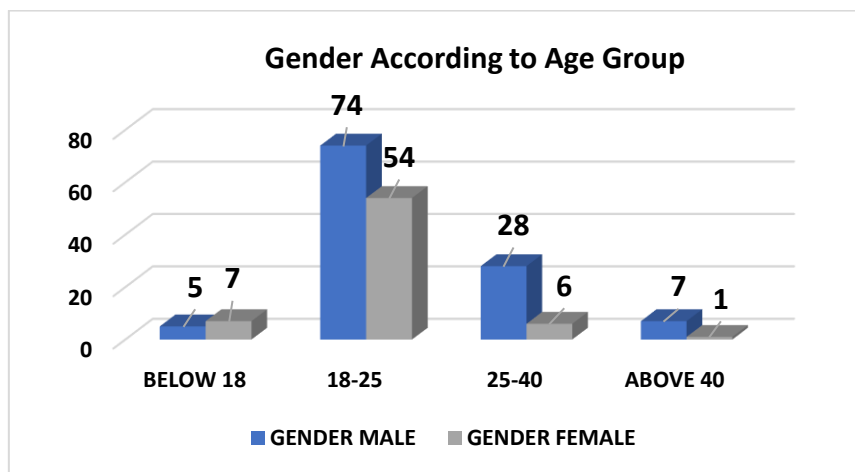


Fig. 5.2.1: Gender according to Age Group in our survey

Above table and figure viz. 5.2.1, which shows data about gender according to age group. In the age group of 18-25, there are 74 males and 54 females, which is most.

Table 5.2.2: Respondent's Emotions and Addiction

Emotions	Too Much Addicted	Addicted
Anxious/Depressed	15	16
Increased Isolation	17	16
Low Self Esteem	8	9
Indifferent	24	26
Other	0	0

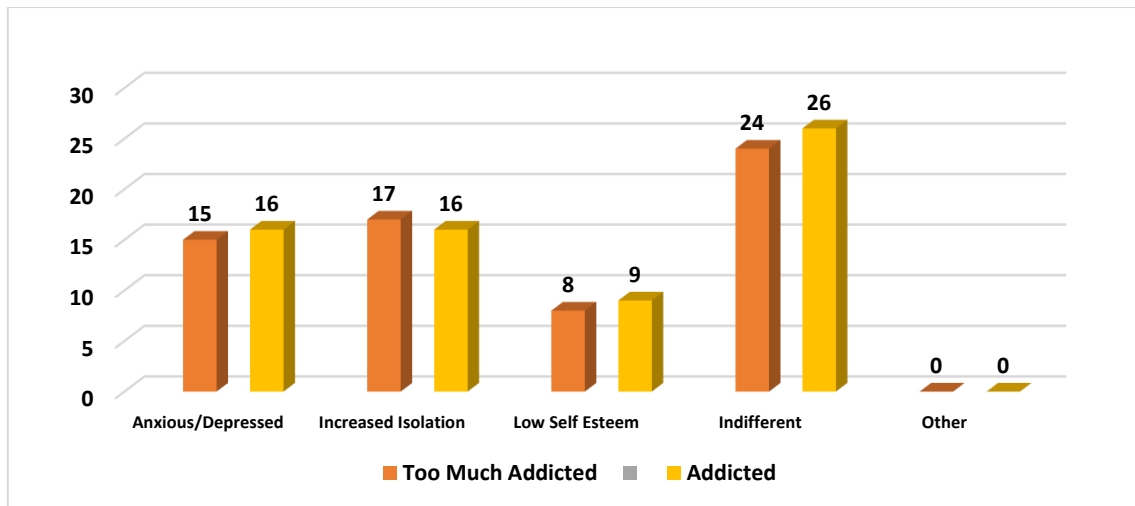


Fig. 5.2.2: Respondent's Emotions and Addiction

Above table and figure viz. 5.2.2, shows data of respondent's addiction level of social networking sites and their emotions when they unable to access their social media handles. On the scale of addiction level, a number of 50 peoples are most addicted and feels indifferent while they unable to use social media accounts.

Table 5.2.3: Emotions Impact

Positive		Negative	
Gives Confidence Boost	66	Heightens Anxiety	47
Inspirational And Motivating	76	Feeling Of Social And Emotional Isolation	46
Gives A Positive Outlook	82	Affects Ability To Relate Well With Others	44
Other	4	Other	4

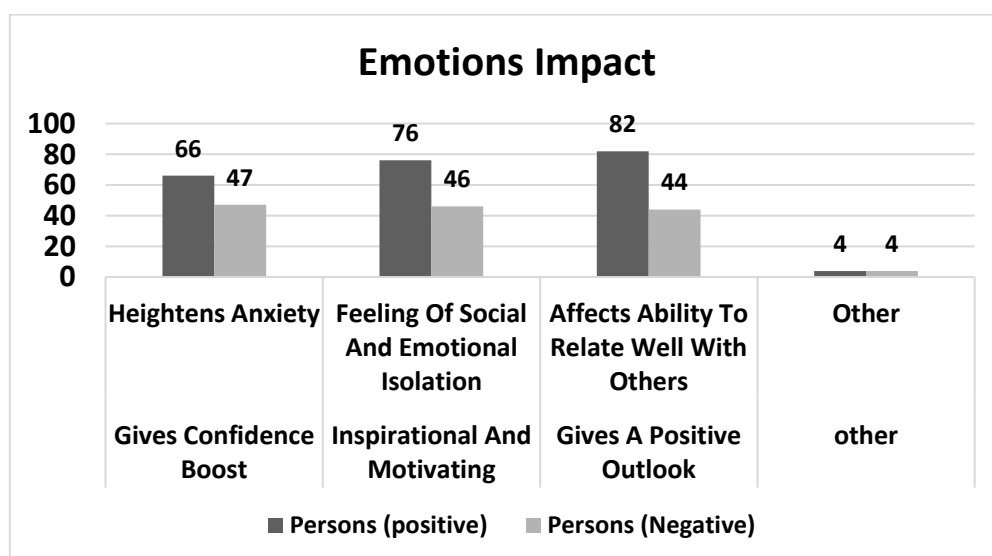


Fig. 5.2.3: Emotions Impact

Above table and figure viz. 5.2.3, shows data of impact of social networking sites usage on over all well-being, which is divided into two parts positively and negatively. In positive impact, 82 persons feels it gives them a positive outlook. Some other primary positive emotions are inspiration and motivating, confidence boosts etc.

In negative impact, 47 persons feels it heightens their anxiety level. Apart this, other primary negative emotions are feeling of social and emotional isolation, effect on ability to relate well with others etc.

Table 5.2.4: Most used content and shared content on Social Networking Platforms

Type of Content	Used Most	Persons (Type of Content)	Persons (Used Most)
Personal Life		103	
Ideas	Posts	61	58
Products/Services	Stories	21	123
Travel Destinations	Notes	60	33
Other	Other	18	16

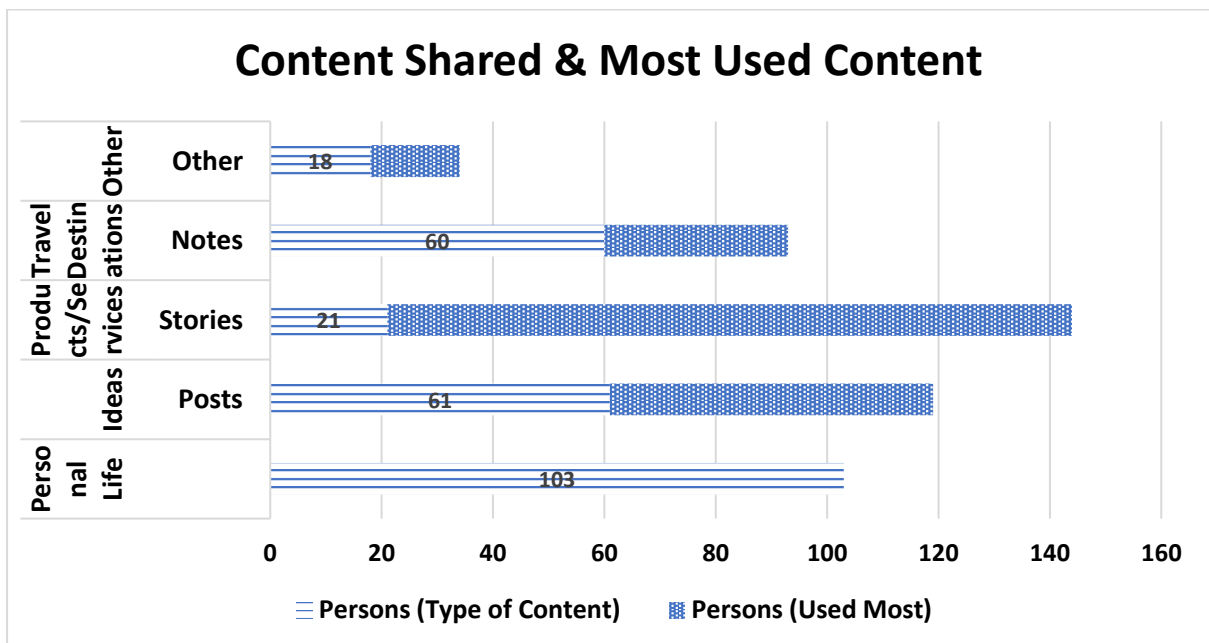


Fig. 5.2.4: Most used content and shared content on Social Networking Platforms according to our survey

Above table and figure viz. 5.2.4, which shows numbers of peoples with most used and share content type and feature to share that content on various SNP's.

Most of peoples posts about their personal life (103 peoples) and mostly posts through uploading stories and status (123 peoples) on social media platforms.

5.1.3 MULTIVARIATE

Table 5.3.1: Occupation According Age and Gender

OCCUPATION	BELOW 18		18-25		25-40		ABOVE 40	
	MAL E	FEMA LE	MAL E	FEMA LE	MAL E	FEMA LE	MAL E	FEMA LE
Student	5	7	54	47	5	1	0	0
Gov. Sector	0	0	6	1	6	1	1	0
Pvt. Sector	0	0	10	4	11	3	5	0
Business and Self Employee	0	0	3	2	6	0	2	0
Other	0	0	0	0	0	1	0	1

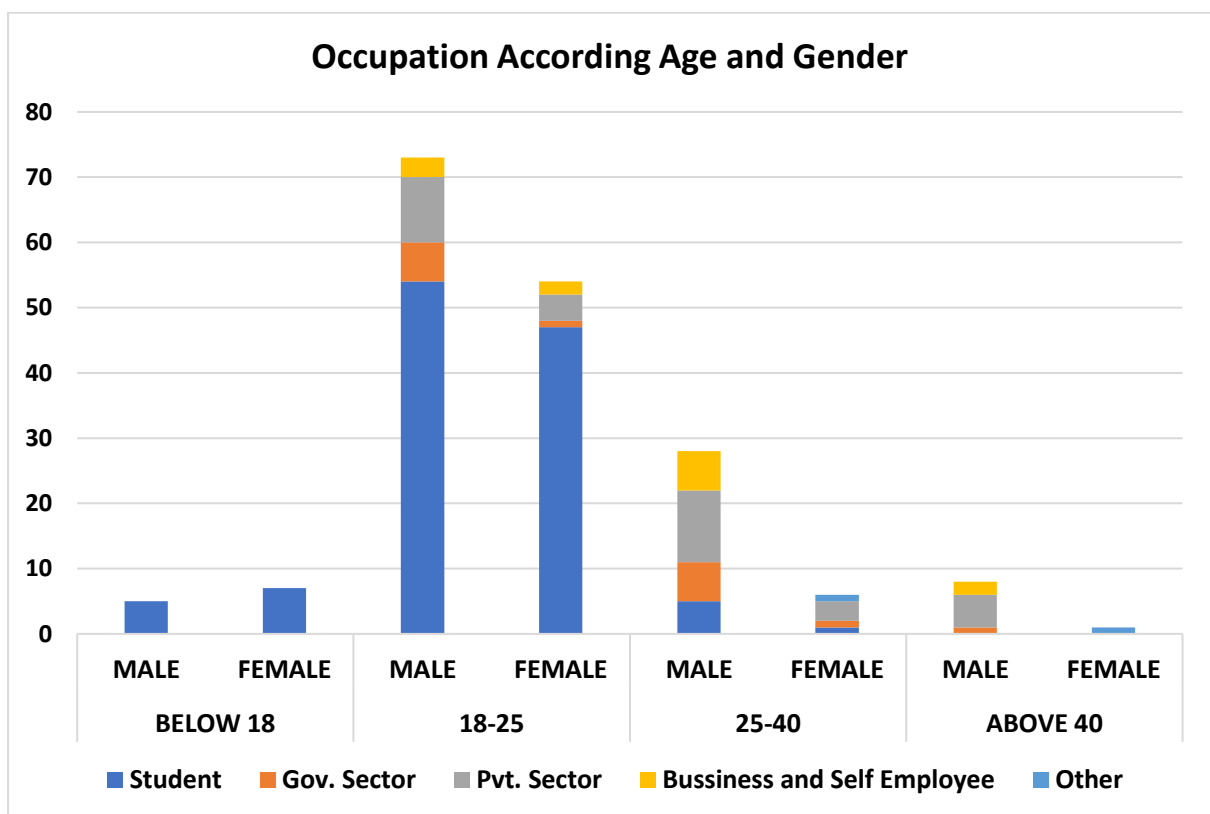


Fig. 5.3.1: Occupation According Age and Gender in our survey

Above table and figure viz. 5.3.1, shows distribution of occupation according to age & gender.

Table 5.3.2: Most Used Social Media Platform and Their Satisfaction Level for Existing Features

SNP	Most used SNP	Satisfaction level for existing features in below SNP				
		Much Satisfied	Satisfied	Natural	Less satisfied	Dissatisfied
Facebook	73	19	25	53	12	17
WhatsApp	156	56	70	30	2	3
Instagram	136	42	57	38	11	12
X(Twitter)	35	15	16	43	8	9
Snapchat	91	27	38	35	8	18
YouTube	126	68	44	25	3	2
LinkedIn	34	14	15	37	11	8
E-Mail		48	41	23	4	2
Blogger	7					
Other	9					

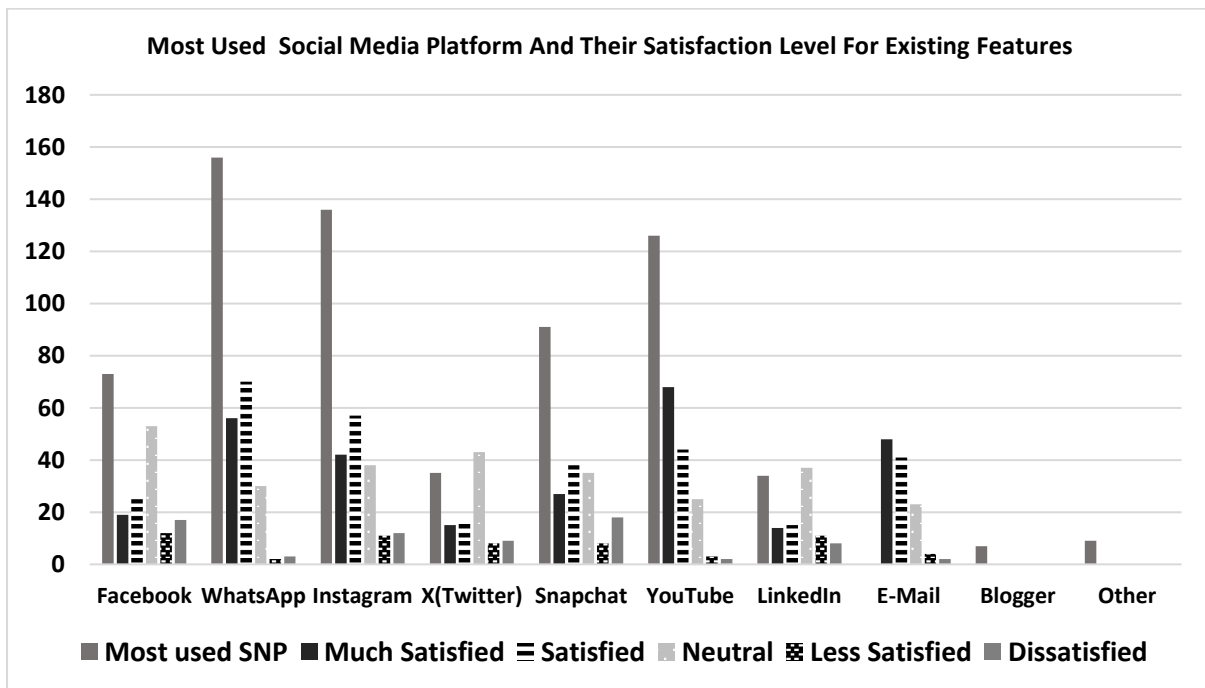


Fig. 5.3.2: Most Used Social Media Platform and Their Satisfaction Level for Existing Features

Above table and figure viz. 5.3.2, shows distribution of users of various SNP's and their satisfaction level of existing features on that platform on a scale of much satisfied to dissatisfied.

5.2 INFERENCE ANALYSIS

❖ Sample Proportional Test

95% confidence limits for the percentage of peoples spending 2-3 hours on SNP's in the consignment.

Time (in hours)	Persons
Less Than 1 Hours	25
1-2 Hours	55
2-3 hours	64
More Than 3 Hours	38

Spending time on Social Media Platforms

To perform a proportional test and calculate the confidence interval for the true proportion of persons spending 2-3 hours on social media platforms, we can follow these steps:

1. State the null and alternative hypotheses:

- **Null Hypothesis (H_0):** The proportion of persons spending 2-3 hours on social media platforms is equal to a specified value (p_0).
- **Alternative Hypothesis (H_a):** The proportion of persons spending 2-3 hours on social media platforms is not equal to the specified value (p_0).

2. Calculate the sample proportion (p) of persons spending 2-3 hours on social media platforms:

$$p = \frac{x}{n}$$

Where,

p = Proportion of persons spending 2-3 hours in sample

x = No. of persons spending 2-3 hours on SNP's

n = No. of total respondents

$$p = 64 / 182 = \mathbf{0.352 \text{ (35.2\%)}}$$

3. Assume a hypothesized value for the null hypothesis (p_0).

Let's assume $p_0 = 0.30$ (30%).

4. Calculate the test statistic:

The test statistic for the proportional test is calculated using the formula:

$$z = \frac{(p - p_0)}{\sqrt{\frac{(p_0) \times (1 - p_0)}{n}}}$$

Where,

p = sample proportion (0.352)

p_0 = hypothesized proportion under the null hypothesis (0.30)

n = total number of observations (182)

Substituting the values, we get:

$$z = (0.352 - 0.30) / \sqrt{(0.30 * (0.70) / 182)}$$

$$z = 1.80$$

5. Determine the critical value(s) based on the desired confidence level (α):

For a 95% confidence level, the critical value from the standard normal distribution is ± 1.96 .

6. Compare the test statistic with the critical value(s):

Since the calculated test statistic ($z = 1.80$) falls within the critical values (-1.96 to 1.96), we fail to reject the null hypothesis at the 5% significance level.

7. Calculate the confidence interval for the true proportion:

The confidence interval for the true proportion is calculated using the formula:

$$\text{Confidence Interval} = p \pm z_{(\alpha/2)} \times \sqrt{\frac{(p) \times (1 - p)}{n}}$$

For a 95% confidence level, $z(0.025) = 1.96$ (from the standard normal distribution table).

$$\text{Confidence Interval} = 0.352 \pm 1.96 * \sqrt{(0.352 * (1 - 0.352) / 182)}$$

$$\text{Confidence Interval} = 0.352 \pm 0.068$$

$$\text{Confidence Interval} = (0.284, 0.420)$$

Therefore, we can be 95% confident that the true proportion of persons spending 2-3 hours on social media platforms lies between 0.284 and 0.420.

In summary, based on the proportional test, we fail to reject the null hypothesis that the proportion of persons spending 2-3 hours on social media platforms is equal to 0.30 (30%) at the 5% significance level. The 95% confidence interval for the true proportion is (0.284, 0.420).

❖ Chi-Square Analysis

1. To test whether the observed frequencies of the disadvantages are significantly different from an expected distribution, assuming equal frequencies across all categories.

Disadvantages of using social networking platforms	Persons
Cyber Bullying	75
Negative Feelings/Emotions	51
Unrealistic Expectations	67
Time Consuming	118
Other	1

Disadvantages of using Social Networking Platforms

The hypothesis for a chi-square test typically involves a null hypothesis (H_0) and an alternative hypothesis (H_1).

There are two categorical variables in our data –

1. Disadvantages of using social networking platforms
 2. Persons
- **Null Hypothesis (H_0):** The frequencies of the disadvantages are equal, and there is no significant difference among the categories.
 - **Alternative Hypothesis (H_1):** The frequencies of the disadvantages are not equal, and there is a significant difference among the categories.

Calculation for the expected frequency for each category under the assumption of equal frequencies:

Expected frequency = Total responses / Number of categories

$$\text{Expected frequency} = 312 / 5 = 62.4$$

Disadvantages of using social networking platforms	Observed Frequencies	Expected Frequencies
Cyber Bullying	75	62.4
Negative Feelings/Emotions	51	62.4
Unrealistic Expectations	67	62.4
Time Consuming	118	62.4
Other	1	62.4

Table for the observed and expected frequencies

The chi-square test formula is:

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,

χ^2 = Chi-Square Test Statistic

O_i = Observed Frequencies

E_i = Expected Frequencies

Calculations for chi-square and degree of freedom:

$$\chi^2_{\text{cal.}} = 116.79$$

Degrees of freedom (d.f.) = Number of categories – 1

Degrees of freedom = 5-1 = 4

The critical value for the chi-square distribution table for χ^2 at degree of freedom 4 a significance level of 0.05 is **9.49**.

In this scenario, Since the calculated chi-square value (**116.79**) is greater than the critical value (**9.49**), we reject the null hypothesis and conclude that there is a significant difference among the frequencies of the disadvantages.

2. The values in the table are observed values of the number of respondents falling in each combination. Examine the relationship exists in between these two variables.

Terms	Opinion On Privacy		
	Agree	Neutral	Disagree
Personal life is protected	78	33	43
Helps in stay touch with friends/family	78	33	35
It is popular	72	35	31
Learning in school/college	42	30	64
Effective in social media platforms	55	42	44

Observed data of effect of opinion on privacy in different terms

The hypothesis for a chi-square test typically involves a null hypothesis (H_0) and an alternative hypothesis (H_1).

There are two categorical variables in our data –

1. Terms in different categories.
2. Opinion on privacy.
 - **Null Hypothesis (H₀):** There is no significant difference between the observed frequencies and expected frequencies of opinion on privacy in various terms related to social networking platforms.
 - **Alternative Hypothesis (H₁):** There is a significant difference between the observed and expected frequencies of opinion on privacy in various terms related to social networking platforms.

Terms	Opinion On Privacy		
	Agree	Neutral	Disagree
Personal life is protected	70	37.26	46.74
Helps in stay touch with friends/family	66.36	35.33	44.31
It is popular	62.73	33.39	41.88
Learning in school/college	61.82	32.91	41.28
Effective in social media platforms	64.09	34.12	42.79

Observed data of effect of opinion on privacy in different terms

The chi-square test formula for a 3 x 5 contingency table is:

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,

χ^2 = Chi Squared Test Statistic

O_i = Observed Frequencies

E_i = Expected Frequencies

Calculations for chi-square and degree of freedom:

$$\chi^2_{\text{cal.}} = 32.349$$

Degrees of freedom (d.f.) = (Rows -1) × (Columns -1)

Degrees of freedom = (3-1) × (5-1)

Degrees of freedom = 8

The critical value for the chi-square distribution table for χ^2 at degree of freedom 8 a significance level of 0.05 is **15.507**.

Since, the calculated chi- square value is larger than the critical chi-square value at the 5% level of significance with 8 degrees of freedom, we may reject the null hypothesis (H_0) in favour of the alternative hypothesis (H_1) i.e. there is a significant difference between the observed and expected frequencies of opinion on privacy in various terms related to social networking platforms.

❖ t-Test Analysis

Test for data support the assumption of population mean persons is 20.

Range	Peoples
0	26
1	14
2	20
3	16
4	21
5	35
6	10
7	14
8	4
9	2
10	20

Recommend Social Networking Platforms to others

Null Hypothesis (H_0): The data are consistent with the assumption of a mean persons of 20 in the population i.e. $\mu = 20$.

Alternative Hypothesis (H_1): The data are not consistent with the assumption i.e. $\mu \neq 20$ [Two tailed].

Range	Peoples (x)	$x - \bar{x}$	$(x - \bar{x})^2$
0	26	9.45	89.39
1	14	-2.55	6.48
2	20	3.45	11.93
3	16	-0.55	0.30
4	21	4.45	19.84
5	35	18.45	340.57
6	10	-6.55	42.84
7	14	-2.55	6.48
8	4	-12.55	157.39
9	2	-14.55	211.57
10	20	3.45	11.93
	182	0.00	898.73

Calculations:

Sample mean

$$\bar{x} = \frac{\sum x}{n}$$

$$\bar{x} = 182/11 = \mathbf{16.545}.$$

Sample standard deviation

$$s = \sqrt{\left[\frac{\sum (x - \bar{x})^2}{(n - 1)} \right]}$$

$$s = \sqrt{[898.73/10]} = \mathbf{9.480}$$

Now,

Test statistic under H_0

$$t = \frac{(\bar{x} - \mu)}{\sqrt{(s^2/n)}} \sim t_{(n-1)}$$

$$t = |16.54 - 20| / (9.480/\sqrt{11})$$

$$= 3.455/2.858$$

$$t_{(cal.)0.05} = \mathbf{1.208}$$

$t_{(tab.)0.05}$ for (11-1) i.e. 10 degrees of freedom for two tailed is **2.228**.

Since the $t_{(cal.)0.05}$ is less than $t_{(tab.)0.05}$ for 10 degrees of freedom, **H_0 may be accepted** at 5% level of significance and we may conclude that the data is consistent with the assumption of mean persons of 20 in the population.

Consummation – Wrap Up

CHAPTER – VI

CONSUMMATION – WRAP UP

“I like not to be too involved in the beginning and during the process so as to keep the fresh look and be able to give constructive recommendations on the final production”.

Social networking platforms have today become an integral part of modern digital society. Their role in altering the social value system is being debated among new media users. Arguments in favour of SNPs and against galore. However, India presents a paradoxical picture of digital scope. Though the country is acknowledged as a powerhouse of software, but a huge population is still digitally illiterate across the country. The present analysis has revealed the impact of using social networking sites in the population sample, and the respondent's opinion has been compiled by using the statistical tools viz., Percentage analysis, Sample proportional test, t – Test analysis, Chi-square analysis etc. The results have been in the form of findings as in the following pages.

6.1. SUMMARY OF FINDINGS

6.1.1 Percentage Analysis

- Male respondents were 63 percent and female respondents were 37 percent.
- 70 percent of the respondents were in the age group of 18-25 years. The result shows that majority of the participants are in the young adulthood age group.
- 65 per cent of the respondents were students. It is obvious that the graduate and post-graduate level participants are more while compared to school and another degree.

- Majority of the respondents were using WhatsApp and Instagram regularly. The other social networking sites usage pattern depicts their level of interest towards the respective websites.
- Most of the respondents were preferred social networking sites to share their photos and videos to stay connected with family and friends. Further reasons for using social networking platforms are to entertainment and keep up with news/gossips/trends.
- Average (35% per cent) of the respondents were spending time on social networking platforms for 2-3 hours and approximately average 30 per cent of the respondents were spending time on social networking platforms for 1-2 hours in this study.
- Almost 48 per cent of the respondents were sharing posts on social networking platforms slightly often in a month. Similarly, 32 per cent of the respondents were sharing posts on social networking platforms not at all. Only 8 per cent of the respondents were posting on the social networking platforms daily.
- Most used feature for sharing content on social networking platforms is through stories i.e. 68% (123 peoples), 58 peoples (32%) use posts to share content. Remaining are uses notes and others features for sharing content.
- The percentage of 57% (103 persons) shares content about their personal life followed by ideas (61 persons), travel destinations (60 peoples), product/services (21 peoples), and others (18 peoples).
- We see that mostly peoples (i.e. 132 peoples with an average of 73%) feels happiness while using social networking platforms. 91 peoples with an average of 50% feels motivation, 69 peoples with an average of 38% feels inspiration, 52 peoples with an average of 29% feels sense of belonging and remaining are others.

- According to most of respondents, the disadvantages of using social networking platforms are time consuming i.e. 118 persons (65%), 75 persons (41%) feels cyber bullying, 67 persons (37%) feels unrealistic expectations, 51 persons (28%) feels negative feelings/emotions, and others.
- We see that on a scale of 0-10, 35 people's rates 5 which is most and we may conclude that recommendation level of SNP is average.
- In bivariate analysis of gender according to age group, in the age group of 18-25, there are 74 males and 54 females, which is most.

6.1.2 Sample Proportional Test

- Based on the proportional test, we fail to reject the null hypothesis that the proportion of persons spending 2-3 hours on social media platforms is equal to 0.30 (30%) at the 5% significance level. The 95% confidence interval for the true proportion is (0.284, 0.420).

6.1.3 Chi-Square Analysis

- Since the calculated chi-square value (**116.79**) is greater than the critical value (**9.49**), we reject the null hypothesis and conclude that there is a significant difference among the frequencies of the disadvantages.
- Since, the calculated chi-square value is larger than the critical chi-square value at the 5% level of significance with 8 degrees of freedom, we may reject the null hypothesis (H_0) in favour of the alternative hypothesis (H_1) i.e. there is a significant difference between the observed and expected frequencies of opinion on privacy in various terms related to social networking platforms.

6.1.4 t-test Analysis

- Since the $t_{(cal.)0.05}$ is less than $t_{(tab.)0.05}$ for 10 degrees of freedom, **H_0 may be accepted** at 5% level of significance and the result states that the data is consistent with the assumption of mean persons of 20 in the population which is interested to recommend and influence to use social networking platforms to their friends and family.

DISCUSSION – A SMALL TALK

CHAPTER – VII

DISCUSSION – A SMALL TALK

“Discussion is an exchange of knowledge.”

7.1 SUGGESTIONS

The following are few suggestions, which are extracted from the study results and the respondent’s opinion towards social networking platforms.

7.1.1 SUGGESTIONS TO STUDENTS (YOUNGSTERS)

- Students may share copyrighted materials such as videos, music, photos and other documents. Social networking platforms may protect the misuse of copyrighted materials.
- Training and awareness programmes can be given to educate students about the applications, benefits, and risks associated with social networking platforms.
- Students may use Social Networking Platforms properly and not just for fun and entertainment, but also for communication with their families, friends and teachers.
- Social Networking Sites enables the people to raise their voice against social issues which is an important right of the people in a democratic society. All the youth must be aware of their right and explore the opportunities provided by Social Networking Sites in this respect. Provide a platform in Social Networking Sites to do something good for the society or for the welfare of the society.

7.1.1 SUGGESTIONS TO OTHER RESPONDENTS

- Social media coverage has alleged the women at greater risk. Therefore, homemakers must be very careful while sharing / posting their person information via social media.

- Many Social Networking Platforms allow organizations to make a profile or start a group. This is an excellent method to engage with users of Social Networking Platforms and show off their brand.
- Be wary while uploading the career related information on the social networking site, if it is noted by the wrong person, particularly a prospective or existing employer, could harm future career prospects.
- SNP are the most powerful media for sharing and exchanging information and therefore, it can be used to create awareness among people in a society and to connected groups regarding social issues.

7.1.3 GENERAL SUGGESTIONS

- In India, various sectors have not shown their presence on the social media. It is very astonishing that the world famous ISRO entered the Facebook officially on December 18, 2013. All sectors need to get themselves promoted on the social media platforms, which is the need of the hour.
- Social media has immense potential to mould the people's decision. The areas which need the attention of most of the people may better utilize the social media platforms to obtain the palpable response. For example, reduction of carbon foot printing may be achieved by promoting it in the social media environment, instead of circulating the pamphlets and brochures that itself violates the very purpose.
- The cardinal sin of social networking is inviting everyone who have ever met in their life to become friend just so that they can boast about the number of friends they have on their social networking platforms. Avoid, at all costs, the temptation to hassle people to be a friend as this may cause offence and lead to the reputation of being a social networking pest.
- Exposing too much of oneself - Not setting the correct privacy options may undermine the user's right to privacy. The sharing of intimate details and

photos on websites could damage relationships. Hence do not disclose more information.

- Loss of privacy is another negative effect on the personal life of users while using Social Networking Platforms. In order to overcome this drawback, make sure those privacy settings that limit access view online profile.
- Users may be paid a little amount for creating any new profile including one profile already in use and stringent laws should be made to stop making fake profiles.

7.2 SCOPE FOR FURTHER RESEARCH

- In Future, researchers can study social media dynamism and its effect on user's perceptions on social and academic innovations. Future effects of social media on politics, business marketing, educational transformation and employment opportunity are to be prominently noticed. The future researchers would benefit by knowing SNP social reality and can concentrate social media impact on the societal issues.
- Future studies may focus on why Facebook, WhatsApp and Instagram have created such a popular phenomenon compared to other social networking platforms.
- There is no doubt that research works on business impact of SNPs will proliferate in the future. Researchers have many avenues for conducting research on business impact of SNPs. Investigating the features and functionalities of SNPs in supporting businesses in doing economic operations is highly suggested for future works.
- The future research may be on how social networking platforms compete with other online media that are functionally similar in gratifying consumer's social interaction needs.

CONCLUSION

CHAPTER – VIII

CONCLUSION

“In conclusion, the greatest investment you can make is in yourself.”

Human beings are intrinsically curious by nature and have the propensity to be always forward looking; dwelling in the past is not acceptable to them. Hence, humans have the characteristic of evolving in various aspects among which technological development forms part. The last two decades have witnessed a rapid transformation of traditional media into new media that includes computerized, digital, and networked information and communication technologies. The technological advancement has given rise to network structure of society. Internet is the most recent and unique invention in the history of humankind. Certainly, Internet has facilitated the lives of humans enormously through the plethora of advantages it provides.

Today, an increasing entertainment of social phenomena, ubiquitous data and computational process can be observed in many domains and context, including social networking platforms, one among the social media. Internet has enabled social interaction through Social Networking Platforms. It has changed the way people think about interactions. Identity formation has become very important in globalised era because people have become social media savvy. Netizens engage in variety of activities on social networking platforms. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking platforms are proving themselves a boon at least in bringing thoughts of people on these social issues.

India, as a developing country, has incorporated the technological developments along with maintaining its core traditions. Social Media or SNP are symbols of the New Age revolution bringing lot more than such

a mere medium of communication. It is concluded that the social networking sites are useful to the society and people. However, its negative consequences can be avoided through proper awareness towards the usage and imposed a strict law on the personal, social and cultural aspects of social networking platforms.

DIFFICULTIES FACED

DIFFICULTIES FACED

Conducting opinion surveys and performing statistical analysis can present various challenges and difficulties. Here are some common challenges faced during survey and dissertation:

1. Sampling Issues:

- Obtaining a representative sample of the target population.
- Dealing with non-response bias (when some individuals refuse to participate).
- Ensuring an adequate sample size for reliable statistical inference.

2. Survey design:

- Constructing clear and unambiguous survey questions.
- Avoiding leading or biased questions.
- Determining the appropriate question formats (e.g., multiple-choice, Likert scale, open-ended).

3. Data collection:

- Choosing the appropriate mode of data collection (e.g., face-to-face, telephone, online).
- Ensuring data quality and accuracy during data entry.
- Handling missing data or incomplete responses.

4. Measurement issues:

- Dealing with measurement errors or response biases.
- Validating the reliability and validity of the survey instrument.

5. Data preparation and cleaning:

- Identifying and handling outliers or inconsistent responses.
- Coding and categorizing open-ended responses.
- Transforming variables or creating new variables as needed.

6. Statistical analysis:

- Selecting appropriate statistical techniques based on the research question and data characteristics.
- Meeting the assumptions of the chosen statistical methods.
- Interpreting and communicating the results accurately and objectively.

7. External factors:

- Dealing with time constraints or resource limitations.
- Addressing potential ethical concerns or privacy issues.
- Overcoming language barriers or cultural differences.

8. Reporting and dissemination:

- Presenting the findings in a clear and understandable manner.
- Ensuring transparency and reproducibility of the analysis.
- Communicating the limitations and caveats of the study.

9. Generalizability and application:

- Determining the extent to which the findings can be generalized to the broader population.
- Translating the statistical results into actionable insights or recommendations.

These challenges highlight the importance of careful planning, rigorous methodology, and expertise in survey design, data analysis, and statistical techniques. Addressing these difficulties through appropriate measures can improve the quality, reliability, and validity of opinion surveys and statistical analyses.

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QUESTIONNAIRE

AN OPINION SURVEY ON SOCIAL NETWORKING PLATFORMS

PART A – GENERAL INFORMATION

1. NAME:

2. AGE GROUP:

- ☐ BELOW 18
- ☐ 18-25
- ☐ 25-40
- ☐ ABOVE 40

3. GENDER:

- ☐ MALE
- ☐ FEMALE
- ☐ OTHER

4. OCCUPATION:

5. ADDRESS:

6. MOBILE:

PART B – SOCIAL NETWORKING PLATFORMS

7. Which of the following social media platforms do you use? (Choose as many as are applicable.)

- ☐ Facebook
- ☐ Instagram
- ☐ WhatsApp
- ☐ Snapchat
- ☐ X (Twitter)
- ☐ LinkedIn
- ☐ Blogger
- ☐ YouTube
- ☐ Other

8. What is the primary reason for using social networking platforms?

- Stay Connected With Friends/Family
 - Entertainment
 - Keep Up With News/Gossip/Trends
 - Professional Networking
 - Other
-

9. on average, how many hours per day you spend on social networking platforms?

- Less Than 1 Hours
- 1-2 Hours
- 2-3 Hours
- More Than 3 Hours

10. How often do you share posts on your social media accounts?

- Every Day
- 1-2 Times In A Week
- Slightly Often In A Month
- Not At All Often

11. which one do you use the most?

- Posts
 - Stories
 - Notes
 - Other
-

12. what type of content do you share on social media platforms?

- Personal Life
 - Ideas
 - Products/services
 - Travel Destinations
 - Other
-

13. What emotions do you experience when using social networking platforms?

- Happiness
 - Motivation
 - Sense of Belonging
 - Inspiration
 - Other
-

14. How does social media usage impact your overall well-being?

- Positively
- Negatively

14.1 If positively, how do these emotions impacts.

- Gives a positive outlook
 - Inspirational and motivating
 - Gives confidence boost
 - Other
-

14.2 if negatively, how do these emotions Impacts.

- Heightens anxiety
 - Feeling of social and emotional isolation
 - Affects ability to relate well with others
 - Other
-

15. What do you believe, are the disadvantages of using social networking platforms?

- Cyber Bulling
 - Time consuming
 - Negative Feelings/emotions
 - Unrealistic Expectation
 - Other
-

16. On a scale of 1-5, how addicted are you to social networking platforms?

[Addicted]

- 1 O
- 2 O
- 3 O
- 4 O
- 5 O

[Not At All]

16.1 If addicted (ticked 1,2), how do you feel when you are unable to access your social media handles for an extended period?

- Anxious/Depressed
 - Increased isolation
 - Low Self Esteem
 - Indifferent
 - Other
-

17. Considering your complete experience with social networking platforms (Facebook, Instagram, X Etc.), how likely are you to recommend it to your family and friends?

Very Unlikely

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐
- 6 ☐
- 7 ☐
- 8 ☐
- 9 ☐
- 10 ☐

Very Likely

18. how would you rate your satisfaction level for existing features in below social networking platforms?

	Much Satisfied	Satisfied	Neutral	Less Satisfied	Dissatisfied
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WhatsApp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X(Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What feature that us currently not available on social networking platforms would you most like to see?

_____Long- answer text_____

20. What feature of social networking platforms do you most dislike? (Please specify with platform name).

_____Long- answer text_____

21. In general, how concerned are you about the privacy of the following information you submit on social networking platforms?

	Not at all	A little	Some what	Highly
Deleting history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Information (eg. Info on things you buy, where you buy from, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gossip between friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lifestyle related (eg. photos, blogs, history etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional/Work related information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion/Political beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Using the scale below, please indicate the extent to which you ‘Disagree’ To ‘Agree’ with each of the statements regarding your opinion about social networking platforms you use the most. [1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree]

	1	2	3	4	5
I felt that the privacy of my personal information is protected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would continue to use it regardless of its privacy policy if its helps me stay in touch with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would continue to use it regardless of its privacy policy if its popular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With using social networking technology for learning in school/colleges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy policies are effective in social networking platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>