A Study On Social Media Among Youth

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Abstract: A new medium of communication has created by the advent of the internet. Through internet, people can express themselves, and increase their exist culture. Those countries access to the internet they have many opportunities to distribute information and knowledge to all group of all the level of the society. This information superhighway provides users with a large quantity of information never earlier than they got. Now it's easily possible to create and update new information instantly online. People have more at our fingertips than ever before, people are better informed about the universe, more information providing help to make write and better decisions (Ganesh, 2006). New media provide too many opportunity and scope in daily routine life such as business, advancement in study, travelling, completing assignments, e- governance and transparency also. Computer and Cellular phone both are more popular and accessible medium of new media. In this paper researcher study, which social sites are much popular then other, among youth of two cities Mumbai and Surat in India. Which medium of new media are more users friendly according to youth? Researcher also wants to know gender difference and city difference in both of city on this subject. For the research, a face–to–face paper and pencil survey using a structured questionnaire form. According to this study after collection of data's and analysis, finding shows there are no difference in gender and city wide regarding selection of social sites. Face book are shows maximum popularity among youth and generally they spend two hour on new media in a day night.

Keywords: Super Highway, Social Site, Facebook

I. INTRODUCTION

The 'new media' have a fact , it have a different and wide set of communication technologies, that have few some common properties looking share certain features, but they all are separately looking from being new, made possible by fast and easy digitalization and being widely and easily available for personal use as a fast and dynamic communication devices. As it seen 'new media' are very diverse and digital and are not easy to define, but those new media and technical applications or convergence model that on various and different grounds enter the area of mass communication or directly or indirectly it have cost for the 'traditional' or old mass media(Ganesh, 2006).

New media, is the most far –reaching and extensive medium of communication to appear on earth at present. Day after day, Internet activities like social networking, sending e-mails, reading news, chatting, watching, YouTube and browsing are going to increase. In general Internet Users often watch Internet TV, videos on demand, shop via Internet, comment on news, blogs or forums, social sites etc (Ganesh, 2006).It break the rules and the limits of the print and broadcasting models by enable many-to-many conversations at a single moment, providing instantaneous and very fast global contact from anywhere to anywhere (Poster, 1999).

More briefly, (Livingstone, 1999) writes, "What's new about the internet medium? It may be the combination of different set of interactivity, with those features which all were innovative for mass communication such as the unlimited range of content, the scope of many users, and the global nature of communication without any social, cultural and technical barrier". This opinion of researcher, suggests extension rather than replacement

II. STATEMENT OF PROBLEM

Which technique is more popular as new media tool in between computer and mobile phone? Researcher also wants to know which social site is more popular among youth.

The main purpose of this research is to expand on previous research, explore the relationship between the impact of new media and youth.

III. PURPOSE OF THE STUDY

The main objective of this research is to Find out the popular tool as a equipment of new media together also want to know name of popular social sites in two cities of India in youth between the ages of 18--24 living in the two cities of Surat and Mumbai in India

IV. OBJECTIVES OF THE PRESENT WORK

The main objective of this research is –
1. To know the user friendly new media.
2. To know the most popular social site.
3. To know the city wide difference in new media.
4. To know the gender wide difference of new media.

Among Youth, between the ages of 18-24 years living in the two cities of Surat and Mumbai in India.

V. HYPOTHESIS

1. Mobile is more user friendly comparatively computer as a technique of new media.
2. Face book is most popular social site among youth.
3. Uses of new media are different in metro city and other city.
4. Uses of new media are different in gender wide.

VI. RESEARCH METHODOLOGY

This study uses an approach using quantitative methods. For this it was decided to carry out face-to-face, paper-pen surveys. It's give up a high reply rate and more concluded forms. The survey form was in English which was used for research in Mumbai and Surat. The survey form was pilot-tested on thirty Indian males and females who were students at Veer Narmad South Gujarat University, Surat .These students were in the age group of 18-24 years.

VII. DATA COLLECTION

SAMPLE:

In the next phase of the research, a face–to–face paper and pencil survey using a structured questionnaire form .the survey was administered to 300 college-going young adults in the age group of 18 to 24 years in the two cities of Mumbai and Surat. In each city, 150 participants filled out the survey form. In Mumbai, the participants included 35 males and 115 females, whereas in Surat, the participants included 72 males and 78 females. The surveys in both the cities were carried out during from 30.09.2013 to 30.01.2014.

VIII. DATA ANALYSIS

The data from the survey form was feed in excel spreadsheet. And questions analyzing by SPSS, Statistical Package for the Social Sciences, format and was coded in specific variables by the researcher. The percentages were calculated for each variable to study the city-wide and gender differences. The data were quantitatively examined and interpreted using SPSS tools.

IX. USER FRIENDLY NEW MEDIA

This question was asked to which new media are more users friendly according to youth. It was assumed mobile is much more user friendly new media.

TABLE-1

User Friendly New Media						(All variable in %)		
Variables	Over All Nos. 300			Surat			Mumbai		
	N=300	Females N=193	Males N=107	N=150	Females N=78	Males N=72	N=150	Females N=115	Males N=35
Computer	10	12.43	5.60	6	8.97	2.77	14	17.78	48.50
Mobile	36	34.71	37.38	34.66	33.40	36.13	36.66	35.65	40
Both	54	52.33	56	58.66	57.63	59.72	48.66	48.67	48.50
None	0	0.51	.93	0.66	0	1.38	0.66	0.88	0

According to city-wide and gender wide differences according to the participants regarding user friendly new media outcome of survey through the following data showed.

According to data shown in Table 1 -Out of 300 respondents, according to 10 % as a technique of new media computer is more user friendly, according to 36% as a technique of new media mobile phone is more user friendly, according to 54% as a technique of new media computer and mobile both are equally user friendly and according to 00.66 % none in both are user friendly.

Out of 193 female respondent, according to 12.43% as a technique of new media computer is more user friendly, according to 34.71 % as a technique of new media mobile phone is more user friendly, according to 52.33 % as a technique of new media computer and mobile both are equally user friendly and according to 00.51 % none in both are user friendly. While Out of 107 male respondent, according to 05.60% as a technique of new media computer is more user friendly, according to 37.38 % as a technique of new media mobile phone is more user friendly, according to 56.00 % as a technique of new media computer and mobile both are equally user friendly and according to 00.93 % none in both are user friendly.

When we see city wide ,then out of 150 respondent from Mumbai , according to 14 % as a technique of new media computer is more user friendly, according to, 36.66 % as a technique of new media mobile phone is more user friendly, according to 48.66 % as a technique of new media computer and mobile both are equally user friendly and according to 00.66 % none in both are user friendly.While, in Surat city, out of 150 respondent from Surat according to 6 % as a technique of new media computer is more user friendly, according to 34.66 % as a technique of new media mobile phone is more user friendly ,according to 58.66 % as a technique of new media computer and mobile both is equally user friendly and according to 00.66 % none in both are user friendly.

X.   MOST FREQUENTLY USE SOCIAL SITES

This question was asked to regarding name of particular social sites which is most frequently use by the participants. It was assumed face book is the main social sites which is most frequently use by the participants.

The survey outcome proved that there are city-wide moreover gender wide distinction about name of particular social sites which is most frequently use by the participants.

TABLE-2

Most Frequently Use Social Sites						(All Variables in %)		
Variables	Over All Nos. 300			Surat			Mumbai		
	N=300	Females N=193	Males N=107	N=150	Females N=78	Males N=72	N=150	Females N=115	Males N=35
Face book	82.66	86.01	76.63	80	82.05	77.77	85.33	88.69	74.28
Twitter	2.33	2.07	2.80	3.33	3.84	2.77	1.33	.86	2.85
You tube	3.33	1.55	6.54	3.33	2.56	4.16	3.33	.86	11.42
Others	11.66	10.36	14.01	13.33	11.53	15.27	10.66	9.56	11.42

According to Table 2 - Out of 300 respondents, 82.66 % frequently use Face book and 02.33% twitter respectively. While 03.33 % use YouTube and 11.66 % other social sites. Out of 193 female respondents, 86.01 % frequently use Face book and 02.07% twitter respectively. While 01.55 % use YouTube and 10.36% other social sites. Out of 107 male respondents, 76.63 % frequently use Face book and 02.80% twitter respectively. While 06.54 % use YouTube and 14.08% other social sites.150 respondents from Mumbai, 85.33% frequently use Face book and 01.33% Twitter respectively. While 03.33 % use YouTube and 10.66 % other social sites. While 150 respondents from Surat, 80% frequently use Face book and 03.33% Twitter respectively. While 03.33 % use YouTube and 13.33 % other social sites.While we see in gender wise, Mumbai city out of 115 female respondents, 88.69% frequently use Face book and 00.86% Twitter respectively. While 00.86 % use You Tube and 09.56% other social sites. While, out of 35 male respondents, 74.28 % frequently use Face book and 02.85% Twitter respectively. While 11.42 % use YouTube and 11.42% other social sites.When we see gender wide, in Surat city out of 78 female respondents 82.05 % frequently use Face book and 03.84% twitter respectively. While 02.56 % use YouTube and 11.53% other social sites. According to Figure 70- While, in Surat city out of 72 male 77.77 % frequently use face book and 02.77% Twitter respectively. While 04.16 % use YouTube and 15.27% other social sites.

XI.   MAJOR FINDINGS

1. In the way of access and explore of new media, mobile is much popular but as a user friendly technique computer and mobile both are similarly popular.
2. Most popular social site is face book.
3. There are no very difference find in impact of new media over youth, among the citywide and gender wide in youth. Researcher get most of results are similarly city wide and gender wide. Because of Mumbai and Surat are nearby cities. Mumbai is very big and industrial metro city and Surat is also industrial and fast growing big city. Therefore, Mumbai and Surat having similar socio-cultural environment. As a both cities are industrial cities, it was not found very big difference in gender wide in daily routine activities. Therefore study of impact of new media over youth given similarly equal result in citywide and gender wide.

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