



LEVEL OF YOUNG ADULT'S ACTIVITIES IN VARIOUS SOCIAL MEDIA SITES

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Abstract

Social media has been widely adopted in the twenty-first century, with high enthusiasm among youth around the world. This study assessed the level of Young adult's activities in various social media sites in Erode District. The researcher conducted a study on 599 Young adults (20yrs to 29yrs) to find out the level of activities performed by them in various types of social media sites with the help of the questionnaire. The collected data were analyzed using Simple percentage analysis. It is evident from the result that majority of the respondents are performing "N" number of activities like register, upload, download, like, share, comment and so on in various social media sites like face book, you tube, Wiki Answers, Slide share, Flip kart, Wikipedia, Twitter, Whatsapp etc and so on.

Keywords: Social Media, Level of Activities, Young Adult.

Introduction

Social media is an online technology tool that enables people to communicate easily. People use social media to share text, audio, video, images, podcasts, and other multimedia communication. Digital & social media tools are knit into many young adult's day-to-day lives. Young adult converse and communicate with their peer groups using a wide variety of different social media sites every day. A decade ago, young adult were in touch with friends and peer-groups whenever they meet. Now young adult are in touch through instant messaging, social networks, online games and many other social media tools. Young Adult's are growing up in a constantly connected society of social media activities.

Review of Literature

Boyd and Ellison (2007) defined social network sites as public web-based services that allow users to develop a personal profile, identify other users ("friends") with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly. Individuals may choose to send private messages, write on other user's walls, organize social activities, and keep informed about other user's daily activities. However, users can limit themselves on what information they would like to share publicly with others. Some items they may choose to include are: pictures, favorite books and movies, birthday, relationship status, and location (Tufekci, 2008).

Shrestha lucky (2013) described social media which connects people to create, share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013). Alison Doyle an American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information, text, audio, video, images, podcasts, and other multimedia communication.

Need For the Study

Social media is a web based service which is allowing a young adult to construct a public profile in a bounded system. Therefore social media site helps an individual to share connections, views, and thoughts with strangers (unknown friends) or enable to share their view points with visible well known friend. It can be broadly defined as internet based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts. Young adult use this social media sites for countless activities such as chatting, checking their email, profile & status updating, posting the photos & videos etc on various types of social media sites. So an attempt has been made to investigate the level of young adult's activities among various social media sites in Erode district.



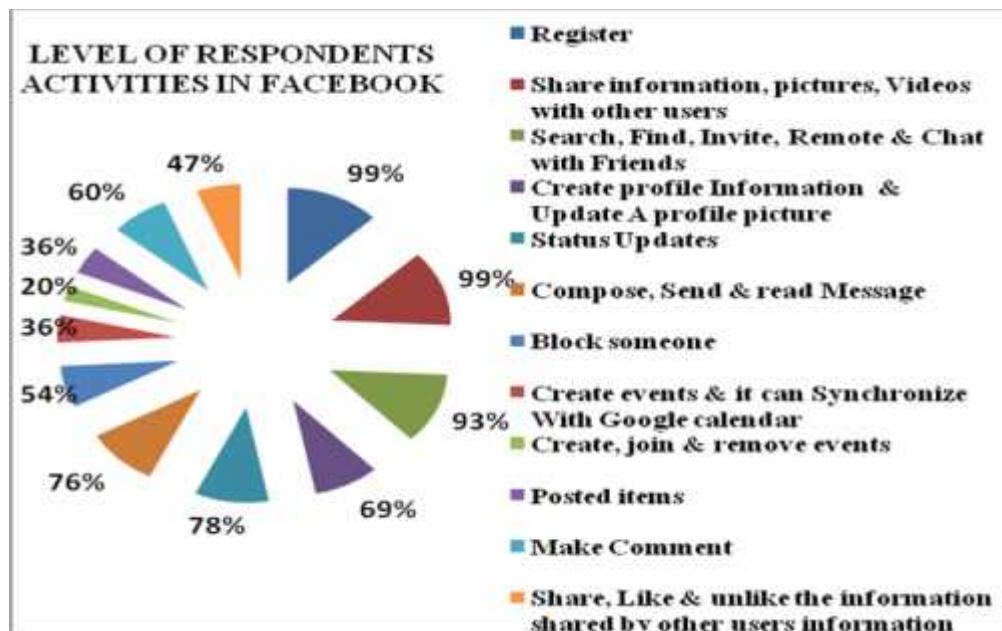
Objective of the Study: To reveal the level of young adult’s activities in various social media sites.

Methodology: The instrument used for data collection was questionnaire & schedule method. A structured questionnaire was designed in anonymity, to enable the young adult fill them truthfully without fear of intrusion of privacy. All 599 respondents returned adequately filled questionnaires.

Analysis & Interpretation

Table No. 1: Level of Respondents Activities In Face book

S. No.	Level of Respondents Activities In Facebook	No. of Respondents	% (Out of 599)
1	Register	591	99
2	Share information, pictures, Videos with other users	591	99
3	Search, Find, Invite, Remote & Chat with Friends	558	93
4	Create profile Information & Update A profile picture	414	69
5	Status Updates	465	78
6	Compose, Send & read Message	458	76
7	Block someone	326	54
8	Create events & it can Synchronize With Google calendar	213	36
9	Create, join & remove events	118	20
10	Posted items	216	36
11	Make Comment	362	60
12	Share, Like & unlike the information shared by other users information	279	47

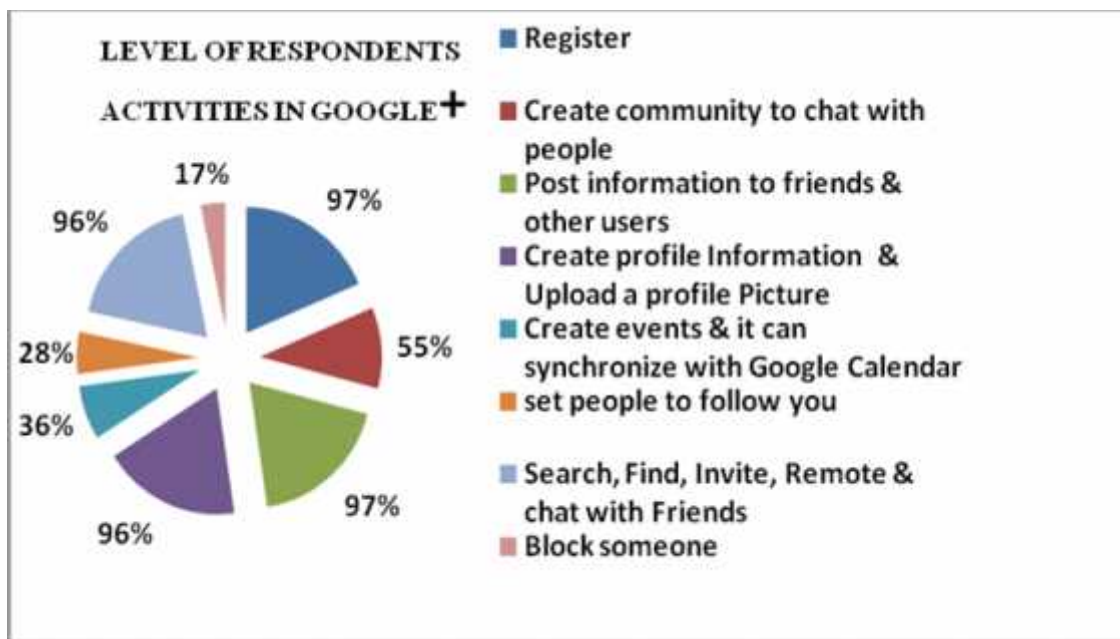




From the analysis, it is concluded that nearly (99%) of the respondents stated that they do activities in Face Book like Register, Sharing information, pictures & Videos with other users.

Table No. 2: Level of Respondents Activities In Google+

S. No.	Level of Respondents Activities In Google+	No. of Respondents	% (Out of 599)
1	Register	583	97
2	Create community to chat with people	327	55
3	Post information to friends & other users	583	97
4	Create profile Information & Upload a profile Picture	573	96
5	Create events & it can synchronize with Google Calendar	218	36
6	set people to follow you	169	28
7	Search, Find, Invite, Remote & chat with Friends	576	96
8	Block someone	103	17

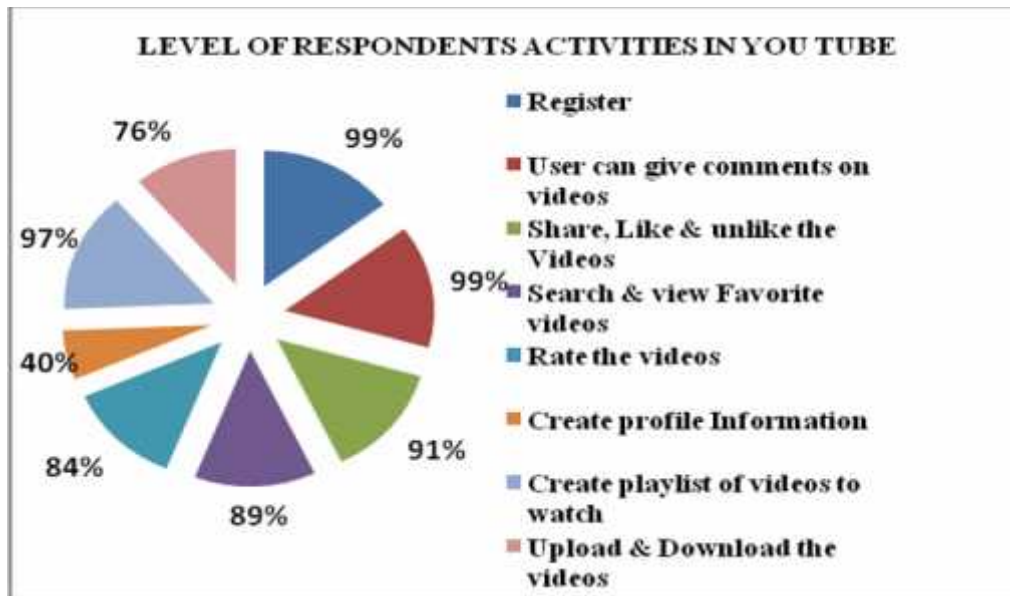


It is noted from the analysis that nearly (97 %) of the respondents stated that they are doing activities in Google+ like Register and Post information to friends & other users.



Table No. 3level of Respondents Activities in YouTube

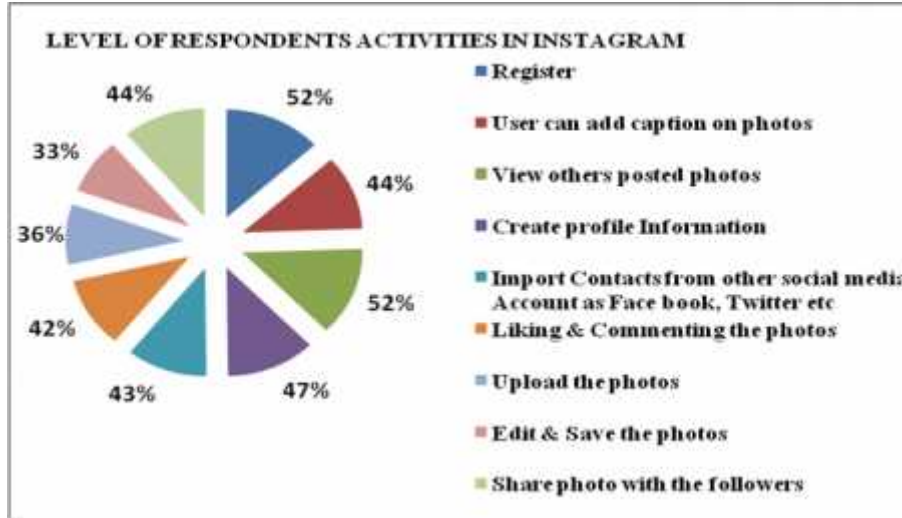
S. No.	Level of Respondents Activities In YouTube	No. of Respondents	% (Out of 599)
1	Register	596	99
2	User give comments on videos	594	99
3	Share, Like & unlike the Videos	547	91
4	Search & view Favorite videos	532	89
5	Rate the videos	504	84
6	Create profile Information	239	40
7	Create playlist of videos to watch	582	97
8	Upload & Download the videos	456	76



The above table highlights that 99 % of the respondents stated that they do activities in YouTube like register and user give comments on videos.

Table No.4: Level of Respondents Activities in Instagram

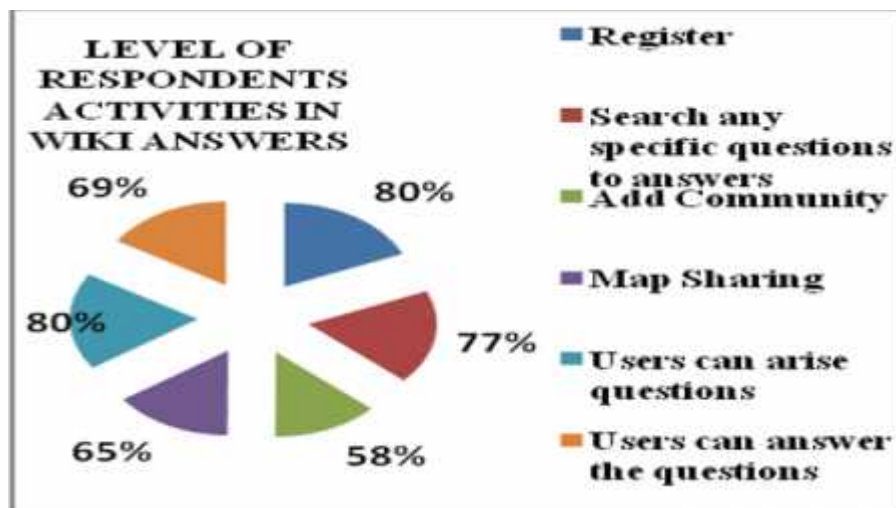
S. No.	Level of Respondents Activities In Instagram	No. of Respondents	% (Out of 599)
1	Register	311	52
2	User can add caption on photos	263	44
3	View others posted photos	311	52
4	Create profile Information	284	47
5	Import Contacts from other social media Account as Face book, Twitter etc	258	43
6	Liking & Commenting the photos	249	42
7	Upload the photos	213	36
8	Edit & Save the photos	196	33
9	Share photo with the followers	263	44



It is identified from the above table that 52 % of the respondents stated that they are doing activities in Instagram like Register and View others posted photos.

Table No.5 Level of Respondents Activities in Wiki Answers

S. No.	Level of Respondents Activities In Wiki Answers	No. of Respondents	% (Out of 599)
1	Register	478	80
2	Search any specific questions to answers	463	77
3	Add Community	346	58
4	Map Sharing	389	65
5	Users arise questions	478	80
6	Users answer the questions	415	69

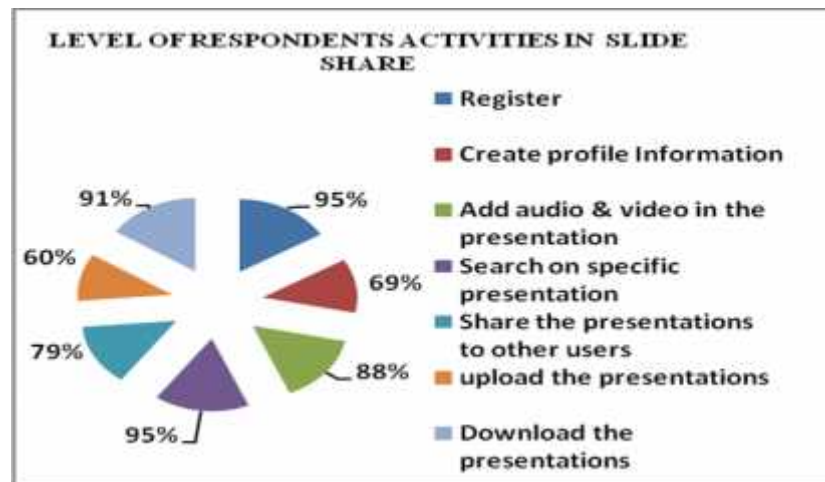


From the analysis, it is concluded that (80%) of the respondents stated that they register and arise questions in Wiki Answers.



Table No.6 Level of Respondents Activities in Slide Share

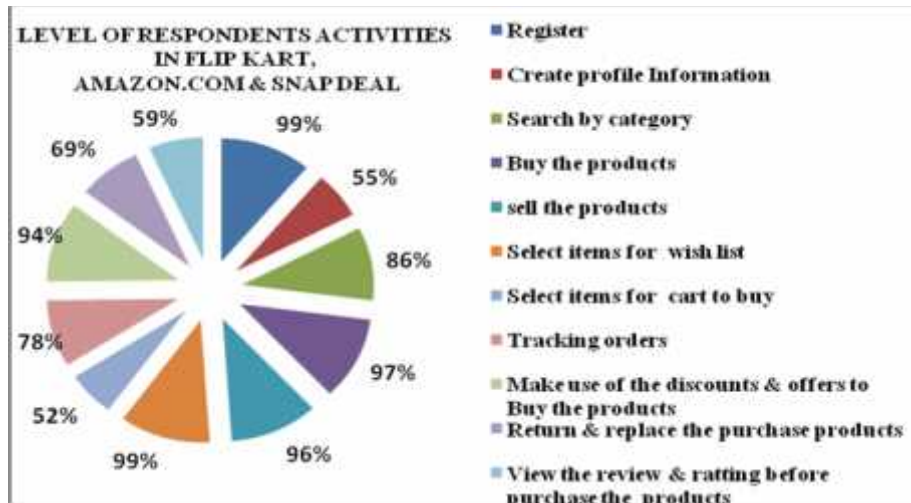
S. No.	Level of Respondents Activities In Slide Share	No. of Respondents	%(Out of 599)
1	Register	567	95
2	Create profile Information	413	69
3	Add audio & video in the presentation	525	88
4	Search on specific presentation	567	95
5	Share the presentations to other users	472	79
6	Upload the presentations	362	60
7	Download the presentations	548	91



The above table states that 95 % of the respondents stated that they are doing the activities like register and Search on specific presentation in Slide Share.

Table No. 7 Level of Respondents Activities in Flip Kart, Amazon.Com & Snap Deal

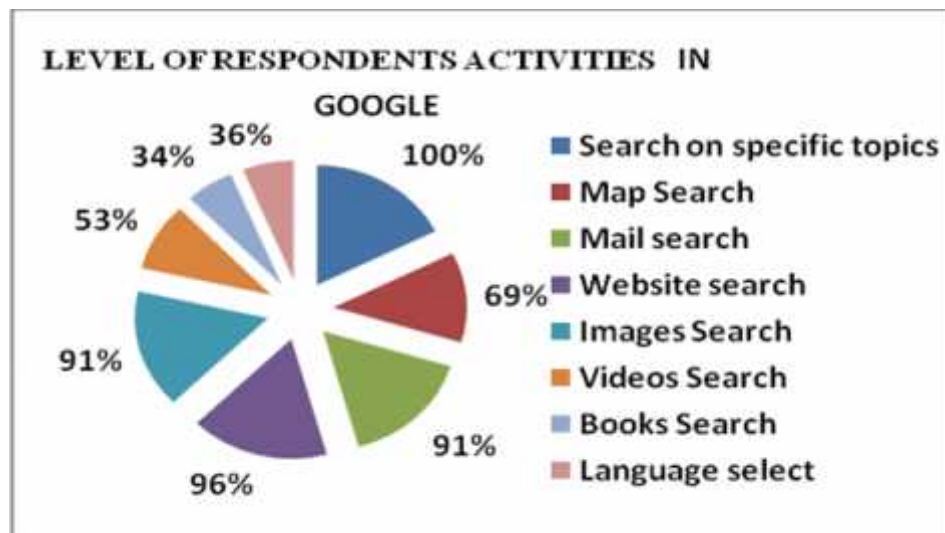
S. No.	Level of Respondents Activities In FlipKart, Amazon.Com & Snap Deal	No. of Respondents	% (Out of 599)
1	Register	592	99
2	Create profile Information	328	55
3	Search by category	513	86
4	Buy the products	582	97
5	Sell the products	576	96
6	Select items for wish list	592	99
7	Select items for cart to buy	313	52
8	Tracking orders	469	78
9	Make use of the discounts & offers to Buy the products	563	94
10	Return & replace the purchase products	415	69
11	View the review & rating before purchase the products	356	59



From the above table it is observed that 99 % of the respondents stated that they do activities like Register and select items for their wish list in Flip Kart, Amazon.Com & Snap Deal.

Table No. 8 Level of Respondents Activities in Google

S. No.	Level of Respondents Activities In Google	No. of Respondents	% (Out of 599)
1	Search on specific topics	599	100
2	Map Search	416	69
3	Mail search	546	91
4	Website search	576	96
5	Images Search	548	91
6	Videos Search	316	53
7	Books Search	201	34
8	Language select	213	36

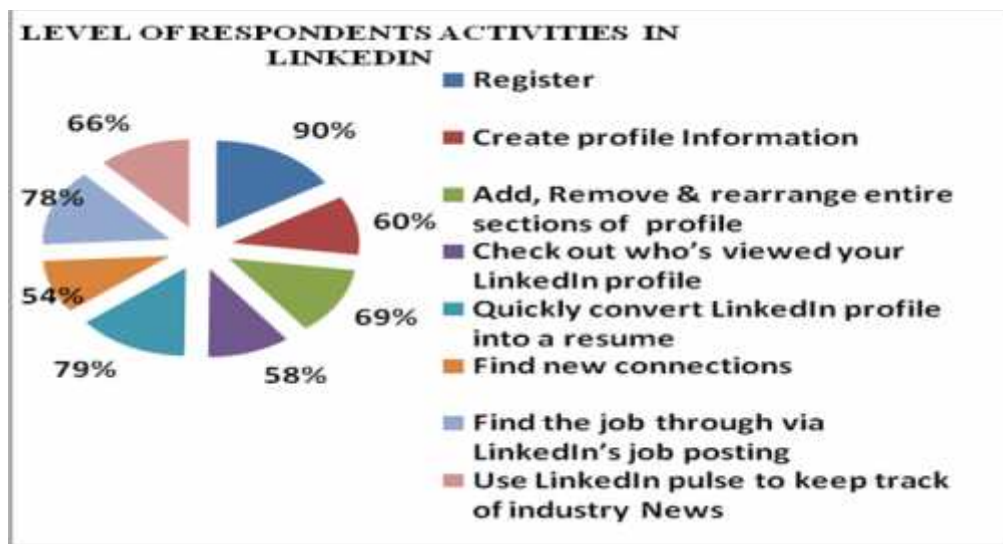


It is observed that 100% of the respondents stated that they Search specific topics in Google.



Table No. 9: Level of Respondents Activities In Linked in

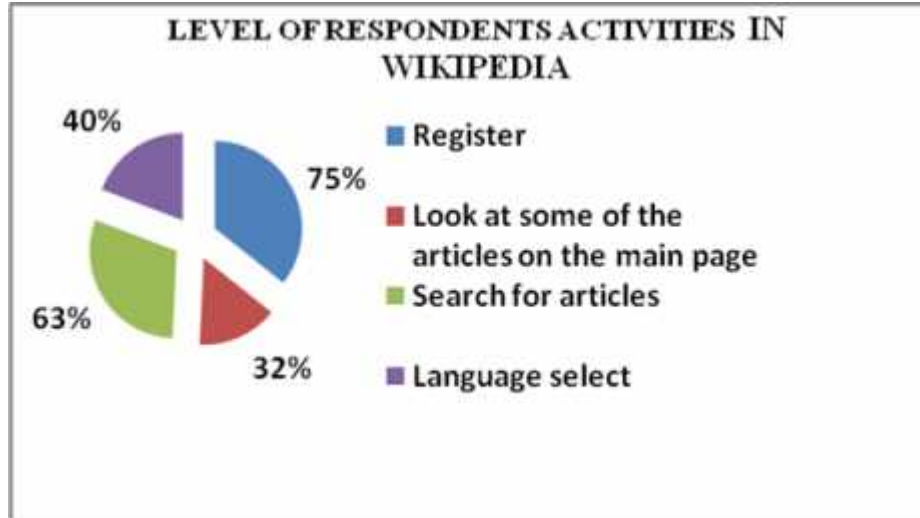
S. No.	Level of Respondents Activities In LinkedIn	No. of Respondents	% (Out of 599)
1	Register	541	90
2	Create profile Information	362	60
3	Add, Remove & rearrange entire sections of profile	416	69
4	Check out who's viewed your LinkedIn profile	349	58
5	Quickly convert LinkedIn profile into a resume	471	79
6	Find new connections	324	54
7	Find the job through via LinkedIn's job posting	468	78
8	Use LinkedIn pulse to keep track of industry News	393	66



The table stated that 90 % of the respondents stated that they do register activity in LinkedIn.

Table No. 10: Level of Respondents Activities in Wikipedia

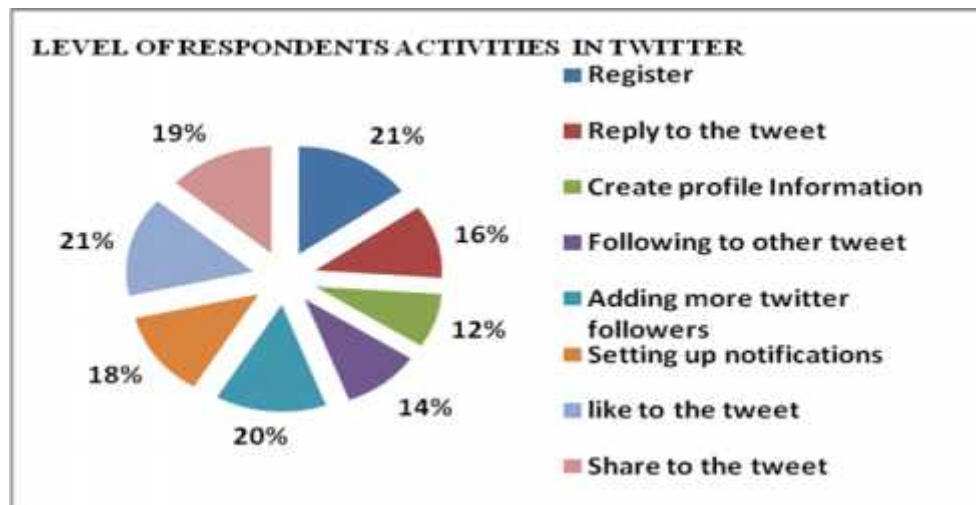
S. No.	Level of Respondents Activities In Wikipedia	No. of Respondents	% (Out of 599)
1	Register	447	75
2	Look at some of the articles on the main page	189	32
3	Search for articles	376	63
4	Language select	241	40



It is noted from the above table that 75% of the respondents stated that they are doing the register activity in Wikipedia.

Table No. 11 Level of Respondents Activities in Twitter

S. No.	Level of Respondents Activities In Twitter	No. of Respondents	% (Out of 599)
1.	Register	126	21
2.	Reply to the tweet	93	16
3.	Create profile Information	69	12
4.	Following to other tweet	84	14
5.	Adding more twitter followers	119	20
6.	Setting up notifications	108	18
7.	like to tweet	126	21
8.	Share to tweet	114	19

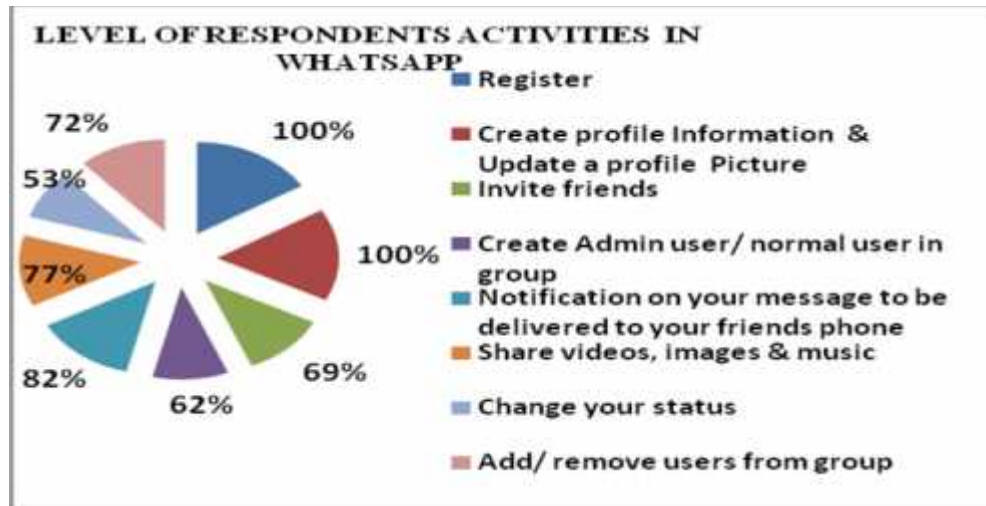




It is identified from the above table that 21 % of the respondents stated that they are doing the activities like register and like to tweet in Twitter.

Table No. 12: Level of Respondents Activities in Whatsapp

S. No.	Level of Respondents Activities In WhatsApp	No. of Respondents	% (Out of 599)
1	Register	599	100
2	Create profile Information & Update a profile Picture	599	100
3	Invite friends	414	69
4	Create Admin user/ normal user in group	369	62
5	Notification on your message to be delivered to your friends phone	491	82
6	Share videos, images & music	463	77
7	Change your status	317	53
8	Add/ remove users from group	429	72



The above table states that 100% of the respondents stated that they are doing the activities in WhatsApp like Register, Create profile Information & Update a Profile Picture.

Conclusion

The above analysis highlights the level of young adult's activities in various social media sites like Facebook, Google+, YouTube, Instagram, Wiki Answers, Slide Share, Google, LinkedIn, Wikipedia, Twitter and WhatsApp, Flip Kart, Amazon.Com & Snap Deal. In various social media sites, the majority activities performed by the young adult are Register, Share information, pictures, Videos with other users, Post information to friends & other users, comments on videos, View others posted photos, arise questions, Search on specific presentation, Search specific topics, like to tweet, Create profile Information & Update a Profile Picture, select items for their wish list. The present research based study confirms the level of young adult activities in various social media sites categories in Erode District. The present study provides a major base for analyzing the impact of social media among young adult usage.



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