Topic: A changing perception of social media and its Impact on youth with special reference to Mumbai City.

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**Abstract:**

It is always important to understand and analyse that why the research has to be conducted. There are many different source and scope of doing or conducting research. One of the main reasons is the topic. One of the major reasons is to understand the topic for the research. The main topic that we choose for conducting research is that the topic needs to be a current one and need to have certain impact factor on the society. The main scope for conducting research was towards the social media, as in current scenario social media is having a huge impact on the society. Today lot of people amongst the different age groups are suing social media for various purpose. In the entire population all over India, social media is one such media which is being used very often by youth. They are extensively using social media for various reasons. The most popular social media amongst the youth is Instagram and then followed by Facebook and You tube. Instagram gives the opportunity for youth to make the reels, Videos and post it amongst their friends which also gives them number of likes and increase their popularity. Through the research it is very important to find it out that how social media is playing a very crucial role with respect to the culture and as well as psychological issues. The trend of social media culture is being seen quite popular amongst the youth and as well as it seems that they are drifting apart from the old age traditional culture. These days youth are so much engrossed with the social media that they are not devoting specific time to their family members. India is a country, were the family system and the culture are being given an utmost importance so in such cases it becomes very difficult to see the youth forming their own virtual culture. The other important scope for conducting the research is the psychological factors. The psychological factor is considered to be one of the serious issues as youth are easily getting prone to anxiety and depression these days due to social media. Although there may be various factors in analysing that why youth these days are skipping into anxiety and depression but it is also very important to analyse that social media is one of the major causes that are leaving youth skip into serious psychological disorders. Lastly it is important to find till what extend social media has an impact on youth whether in a positive way or in a negative way.

Keywords:

Social Media, Changing perception, Impact of social media on Family and youth.

**Introduction &History of social media**

1. **Introduction:**

“Social media is not a media. The key is to listen, engage, and build relationships.”**---** **David Alston, author**

The advent of Internet in India saw a major change with respect to telecommunication industry and as well as Information Technology (IT) Industry. The social media which is a current trend among the various population, have a different usage in various ways. Internet has brought in a major change and revolution in the entire world and especially with respect to social media, there is a lot of changes that has been observed in current scenario.

**Types of social media & various platforms:**

**Facebook:**

Facebook, American online social network service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company’s headquarters are in Menlo Park, California.

**LinkedIn:**

LinkedIn is a business oriented social network site launched in the year 2000 in California. Unlike other social networks such as Facebook and Myspace, which are often purely recreational, LinkedIn emphasizes a user’s professional connections.

**WhatsApp:**

Brian Acton and Jan Koum founded WhatsApp in 2009 after they left their job at Yahoo! the start-up story began when they left their job to travel around the world. But soon, their savings started to sink, and they had to apply for a job on Facebook, which didn’t work out as planned as well. They were quite disappointed, but this failure led them to start a new life journey – WhatsApp.

**Instagram:**

The story of Instagram’s explosive rise reads like a Silicon Valley fairy tale, with the company gaining staggering momentum within just a few short months. The photo and video-sharing social media application took only eight weeks for software engineers to develop before it was launched on Apple’s mobile operating system in October 2010. In less than two years, Facebook (META) had acquired the company for $1 billion in cash and stock.

**Snapchat:**

Snapchat CEO and co-founder Evan Spiegel wrote this in the first post on the Snap Inc. -- then Snapchat -- blog back in 2012, when users could only send photos, and only on iOS devices. Since Spiegel's blog post, Snapchat has already had a huge impact on social media and content marketing

**Twitter:**

Twitter, online microblogging service that distributes short messages of no more than 280 characters—called tweets—and that was influential in shaping politics and culture in the early 21st century.

**Telegram:**

Telegram Messenger is a messaging service which lets its users send each other messages, photos, videos and documents (all file types are supported). The client applications are open source and the server is proprietary software (closed source). It is based in Dubai in the United Arab Emirates.

**You Tube:**

YouTube is a global online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google, and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users who collectively watch more than one billion hours of videos each day.

**Review of Literature:**

This paper, the researcher Amedie J (2015) in his research paper “The impact of social media on society”, mainly focuses on how social media is playing an important role in impacting various walks of life such as society, culture and economics. Social media is a media which plays an important role in bridging the gap with all the countries. It mainly tries to focus on the relationships with the family members and targeting social media which encourages criminal activities among the users. It also highlights the positive aspects of social media among the users. It gives platform to work upon on their communicative skills and improve upon their grammatical skills. It mainly talks about the psychological factors such as depression, anxiety and many other issues. The gap that is being seen over here is that the researcher has only spoke about the negative aspect of social media and it is being presented in a much general manner as this was much more of a qualitative manner than compare to quantitative.

This paper the researchers Kadam A.B & Atre , focuses on the negative impact of social media and played a very crucial role about spreading awareness about covid-19. The paper published by the researcher’s Negative impact of social media panic during the COVID-19 outbreak in India. *Journal of travel medicine*, *27*(3), focuses on the kind of awareness that was seen by using social media was showcasing of fake news. As there were no proper information that was being provided to the users about Covid-19 and due to which it also created a lot of confusion. Also, lot of fake information was being provided with the usage of medicines and not following a proper protocol and lot of homemade remedial medicines were being provided due to which lot of chaos took place. The main research gap that was being seen is that the researcher had focused on the negative impact of social media on the society during the covid era.

The research paper published by the researchers Lahiry, S., Choudhury, S., Chatterjee, S., & Hazra focuses on how social media is playing an important role on the academic performance of medical students and how it has helped in improving the interpersonal relationships among the students. In the research paper, Impact of social media on academic performance and interpersonal relation: a cross-sectional study among students at a tertiary medical centre in East India. *Journal of education and health promotion,* the method that is being used is a cross sectional study and 650 students were chosen for the survey purpose. The student chosen was also from the medical background and it left an impact of both positive and negative with respect to improving the interpersonal relationships among the friends. The researcher mainly focused upon on the social media with particular to Facebook than compare to any other social media. The research gap that was seen that of the geographical area.

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This paper mainly talks about the social media and how it is being playing an important role in the early evolution. It also talks about the social media playing an important role in generating the business and spreading awareness about the various companies and products to the consumers. In current scenario, the social media is playing an important role in expanding and the growth of business on a positive note. The main research gap that was seen over here is that how social media had evolved as an important medium for the growth of the business and has been highlighted on a positive note.

This research paper focuses on how social media is having an impact on all the sectors including educational, business and also in society. It also mainly talks about till what kind of impact on the youngsters. It also focused on the impact technology will be having on students, irrespective being positive and negative both. Here there is no survey is being conducted to know about till what extent social media is creating an impact on youth.

This research paper talks about the impact of social media advertisements and how they are coping up with the pandemic situation. Here the social media advertisement is playing a role about creating an awareness about the covid-19 situation in India. It also focuses on how the social media advertisements had an impact on the international countries. The methodology that is being used is a mathematical model for dynamics considering the overall population in general. The main research gap that is being seen over here is that there is no major impact that is being seen over here especially among the youth.

This research paper mainly talks about how social media is having a positive and negative impact on youth in the current scenario. Especially it focuses on the lifestyle of the youth which had gone through a major change amongst the youth. Now a days are too much dependent on social media and it is overpowering the lifestyles to a major extent. The exploratory method of survey is being used and a frequent question were asked from youth about the usage of social media. It is being observed that social media is having a negative impact on the youth and major care need to be taken by the parents.

The research paper focused on whether the social media is considered to be a boon or curse and how youngsters are getting glued up to the social media very often. It also tries to highlight the positive as well as the negative impact on the youth. Although the paper also covered both the positive as well as negative side of social media, it also talked about the cases which was being highlighted by social media to a major extent.

This paper talks about whether the social media is considered to be a boon or bane for the youth. Although both are being covered which includes positive as well as negative sides of social media on youth. The impact factor may tend to depend on how much and till what extent social media is being used by the youngsters. It also highlighted about the pros and cons of social media especially among the students as it may have an effect on the academic performance.

Kuppuswamy, S., & Narayan, P. S. (2010), published the research paper, The impact of social networking websites on the education of youth mainly talks about how social media is having an impact of social media on youth and how it is affecting them with respect to their education. It also highlights that excessive use of social media leads to distraction in their studies. Although they also highlight the positive aspect of social media on education as it helps in providing lot of information and helping students with respect to education. The research paper mainly highlights on only one sector that is education and not on all other aspects.

Saini, N., Sangwan, G., Verma, M., Kohli, A., Kaur, M., & Lakshmi, P. V. M. (2020), published the research paper on the topic, Effect of social networking sites on the quality of life of college students: a cross-sectional study from a city in north India, focuses on the impact of social media on the youth in majority part of North-India. The survey method used was a cross-sectional study and the sample size was taken that of a college students and how social media is having an impact on the life style of the youth. When we talk with respect to the study it mainly talks about how the impact of social media will have a major effect with respect to the geographical area also.

D’silva, B., Bhuptani, R., Menon, S., & D’Silva, S. (2011, March), wrote a paper published on the Influence of social media marketing on brand choice behaviour among youth in India: an empirical study, focused on how social media is playing an important role with respect to the brand choice and behaviour. The marketing concept is although an old one but social media marketing is getting quite popular among the youth. Through the empirical study, the researcher focused on the influence of social media among the youth and that too in a positive way.

Maity, R., & Sandhu, S. K. (2021), wrote the paper on “The Impact of social media on Online Purchasing Behaviour of Consumers: An Empirical Study of Youth in West Bengal, India”, which focuses on the impact of social media on the purchasing behaviour among the consumers. The major shift that was seen with increase to purchase decision was during the pandemic. Although online shopping trend started way back when internet hit India but during that time, many consumers were old school based and was not much more interested in online media shopping or e-shopping. The research is completely based on the online purchasing and how it affects them psychologically. The pilot test was used to understand the psychological behaviour of the consumers.

Kanagavel, R., & Velayutham, C. (2010), the researcher who wrote a research paper on the topic), “Impact of social networking on college students: a comparative study in India”, mainly focused on how social media is having an impact of social media on the college students of Chennai and how these students use social media and a comparative study was made stating between the two countries that is India and Netherland. One of the main changes that is being seen is the socio- cultural differences among the students and the second one is the demographic differences which includes place.

Manjunatha, S. (2013), the research scholar focused on his research paper named, “The usage of social networking sites among the college students in India”, which throws light on how the usage of social media or popularly known as SNS is having an impact on college students all over India. The usage of social media by the college students will always differ among the students and all students have their own purpose behind using the social media.

Sachdev, R. (2014), the researcher mainly talks about the impact of social media on youth through her paper, “Impact of social networking sites (SNS) on the youth of India: A bird’s eye view.” Talks about how social media gets into the addiction mode for the youngsters especially when once they enter or open an account on social media or once they start getting hang of it, then it becomes very difficult for these users to come out of it. Although there are some youths who use social media in a much more effective manner. By excessive use of social media, there is always a negative impact on the youth which is always a major concern among the population.

**DATA ANALYSIS AND INTERPRETATION**

**Introduction:** The social media plays a pivotal role in countries with the advancement of technology and availability of gadgets at a large scale, the role of social media has been increased.

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media has been increased.

It further deals with the relationship portrayed in the study, presents demographic which are tested using, Frequency distribution, Descriptive Statistics, Cross tabulation, ONE WAY ANOVA, t- tests,

**1 Preliminary Examination of the data Using Questionnaires\** In this research, we have used qualitative method of research in the form of questionnaire. The

Primary data is collected from users of social media through observation, interviews as well as questionnaires.

**SECONDARY DATA**

Secondary data is gathered in order to find the alternative solution of prevailing problem at the Mumbai city, several books, journals, reports, maps, articles and periodicals including World Wide Web was referred.

**Response rate:** In this research, 50 respondents are intercepted and asked to participate from a few cities of Maharashtra like Mumbai. The data for this study was collected by a self-administered questionnaire with details sections. The section in the survey covered factors influencing customer retention and the responses were measured with a multiple scale.

In this research, we have used qualitative method of research in the form of questionnaire. The data which was collected by questionnaires is processed through SPSS.

The present study is done with the following objectives:

**Objective of the Research:**

1. To understand the usability trend and perception on social media among youth.

2. To understand the kind of social media are frequently used as a source of information.

3. To understand the changing notions of social media and how it has turned to be an addiction for youth. (Especially with respect to usage of hashtags, social media languages, Image filters, comments and the viewing percentage of the images).

4. To find out how much social media affects the family relation and youth.

**HYPOTHESES USED FOR THE STUDY**

The following Null Hypotheses (Ho) have been formulated to find out relationship between the users of the social media in Mumbai with the various method and the challenges faced by youth.

**Ho1: -** There is a significant relationship between the perception of youth on social media.

**Ho2: -** There is no significant relationship between the impact of social media and the method used to control the addiction in specially youth.

**Ho3: -** social media has no major impact on the youth in Mumbai.

**Ho4: -** There is a no significant relationship between the family of youth affect by social media and other external factors.

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| --- | --- | --- |
| **Summary Table** |  |  |
| **Objectives Under Study** | **Hypothesis Used for Objective** | **Para Hypothesis** |
| 1.To understand the usability trend and perception on social media among youth. | H01and H03 | **H011:** There is no positive relation between age group of youth and number of hours spend on social media.  **H012:** There is no significant association between perception of youth as a current method of social media differentiate in daily commutations. |
| 2. To understand the kind of social media are frequently used as a source of information. | H02 | **H021: -** There is no significant relationship between social media use as a source of information and their personal benefit while using social media.  **Ho22: -** There is no positive relationship between addiction to social media and youth drift apart from their own culture and traditional values. |
| 3. To understand the changing notions of social media and how it has turned to be an addiction for youth. (Especially with respect to usage of hashtags, social media languages, Image filters, comments and the viewing percentage of the images). | H01 and H03 | **H031: -** Use of social media does not impact on trolling the youth.  **H032: -** There is a no difference significant between getting addicted towards social media leads to psychological problem among youth.  **H033: -** Changing notations of social media does not impact on source of information and trolling on youth. |
| 4. To find out how much social media affects the family relation and youth. | H03 and H04 | **H041: -** There is no significant relationship type of changes in social media impact on family of youth.  **H042:** - Family relation gone through major change due to initial face and current scenario of social media. |

**Objective -1: Analysis of Hypothesis -H01 & H03: -**

**Objective-1**: To understand the usability trend and perception on social media among youth.

As per Objective 1, Objective 5 and Objective 7, following sub hypothesis were prepared related to perception of youth on social media.

**H01 & H03**

**H01**: There is a no significant relationship between the perception of youth on social media.

**H03**. social media has no major impact on the youth in Mumbai.

It is apparent from the above Table -1 that out of the 50 respondents studied and were asked ‘about various demographic variables like Age, Gender, type of family Annual income and from the above table-1 its shows that out of total 50 respondent 40.4% male and 59.6% of female.

From the total 37.9% were in the age group of 19-25, 18.8%were in the age group of 26-32 and 43.3% were in the age group of 33 and above.

**Graph-1**

The most important demographic characteristic of the youth using social media is gender. Gender-wise distribution of youth helps to classify the population to indicate the composition of the sample under study. **Table -1 and figure -1** shows the gender –wise distribution of youth.

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**Table- 2**

**Gender differentiates between Age group Crosstabulation**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | Age | | | Total |
| 19-25 | 26-32 | more than 33 |
| Gender | Male | Count | 37 | 21 | 39 | 97 |
| % Within Gender | 38.1% | 21.6% | 40.2% | 100.0% |
| % of Total | 15.4% | 8.8% | 16.3% | 40.4% |
| Female | Count | 54 | 24 | 65 | 143 |
| % Within Gender | 37.8% | 16.8% | 45.5% | 100.0% |
| % of Total | 22.5% | 10.0% | 27.1% | 59.6% |
| Total | | Count | 91 | 45 | 104 | 240 |
| % Within Gender | 37.9% | 18.8% | 43.3% | 100.0% |
| % of Total | 37.9% | 18.8% | 43.3% | 100.0% |

It is apparent from the above table that out of the respondents studied, total 40.4% (97/240) are males and from this 15.4% are in the age group of 19-25,16.3% are in the age group of 33 and above and 59.6% (143/240) are females out of this 22.5% are in the range19-25, 27.1%are more than 33yearsi.e. Total 40.2% of the respondent are male and 36.8% of the female respondent. From this 37.9% of the respondent in age group of 19-25 and 43.3% of the age group in more than 33 respondents are differentiating between their gender and age group. The respondents came from all the strata in society. Social media has made men addicted to it, women are also taking full advantage of it. There was a time when only men were seemed to use the internet, but now the situation has changed, women have also been involved in this race of modern technology particularly social networking and media.

**Graph-2**



The above figure -2, describes about the frequency distribution by gender and age out of the total respondents. The percentage of female users are more as compared to male consumers. Hence, it can be said that female is also preferred social media more as compared to males in constructive and productive manner comparison of youth age mainly more than 33 as per respondent, in today’s world, gender roles are getting blurred. So, use of social media cannot now be put under watertight compartment of gender. We often find female using social media more than male.

**Table-3**

**Chi-Square Tests**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 1.100(a) | 2 | .577 |
| Likelihood Ratio | 1.093 | 2 | .579 |
| Linear-by-Linear Association | .225 | 1 | .635 |
| N of Valid Cases | 50 |  |  |

0 cells (.0%) have expected count less than 5. The minimum expected count is 18.19.

Using chi-square table-2 p value = 0.0.577 which is greater than α = 0.05. Thus, H011 is accepted as there is a significant association between age of the users and gender differentiate about social media. Therefore, we can conclude with the analysis presented as among all the group interval mentioned younger generation is more interested to know the latest trends and changes in the market; thus, they are more inclined to know the culture and also respond to the social media is used on a light scale, it will help the youth to improve their capabilities.

In the present study, respondents of different income groups and their family type have been taken. The respondents were asked about their family income. In Family who are staying in jointly (30/50) and their monthly income are in the range 15,001-30,000 purpose was to identify them based on using power as money is a major factor which Indian consumers have been found to be sensitive about, during they attached with social media. Consumers’ income has direct relation to the choice of mode of social media while using different applications.

**Objective -2: Analysis of Hypothesis -H2: -**

As per Objective 1, Objective 3 and Objective 7, following sub hypothesis were prepared related to perception of youth on social media.

**Objective-2:**   
To understand the kind of social media are frequently used as a source of information.

**H02: -** There is no significant relationship between the impact of social media and the method used to control the addiction in specially youth.

**H021: -** There is no significant relationship between social media use as a source of information and their personal benefit while using social media.

**Ho22: -** There is no positive relationship between addiction to social media and youth drift apart from their own culture and traditional values.

**Objective -3: Analysis of Hypothesis -H3: -**

**Objective-3:**

To understand the changing notions of social media and how it has turned to be an addiction for youth.

As per Objective 3 and Objective 5 following sub hypothesis were prepared related to perception of youth on social media.

**H03: -** social media has no major impact on the youth in Mumbai.

**H031: -** Use of social media does not impact on trolling the youth.

**H032: -** There is a no difference significant between getting addicted towards social media leads to psychological problem among youth.

**H033: -** Changing notations of social media does not impact on source of information and trolling on youth.

The perception and trolling of youth are concerned about the reasons for addiction towards social media. It’s interested in determining the variables which influence the youth mindset. They got a study done where psychological problems such as stress, depression anxiety among the youth were considered as independent variables and trolling was taken as dependent variable. All these variables were measured on a five-point scale with a higher number indicating a more positive rating. Ran regression with dependent variable and independent variables. The results are presented in the tables below:

**Table -5**

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .923 | .812 | .834 | .67535 |

a Predictors: (Constant), Is social media trolling impacting the youth.

**Table-6**

**ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 226.411 | 1 | 2.772 | 62.914 | .000 (a) |
| Residual | 2.772 | 238 | .951 |  |  |
| Total | 229.183 | 239 |  |  |  |

a Predictors: (Constant), Is social media trolling impacting the youth.

b Dependent Variable: The addiction towards social media leads to psychological problems such as stress, depression among the youth.

**Table - 7**

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.192 | .233 |  | 17.976 | .000 |
| Is social media trolling impacting the youth. | .546 | .203 | 0.110 | 1.707 | .029 |

a Dependent Variable: The addiction towards social media leads to psychological problems such as stress, depression among the youth.

The regression equation makes use of unstandardized regression coefficients as reported in the first column of Table -7.

Y estimated = 0.546X +1.192

The results indicate that all the independent variables namely psychological problems such as stress, depression among the youth have a positive impact on the social media trolling impacting the youth. This is because the signs of all the regression coefficients are positive.

The R2 value for the model is 0.812 which indicates that 81.2% of the variations in the preference are explained by psychological problems, stress, depression among the youth.

The significance of R2 is tested with the help of F statistic which works out to be 62.914 and is significant if we assume the significance level to be 5%. (Table-6.) This is because the p value for F equals zero which is less than the level of significance.

The significance of the individual coefficients can be tested using t-statistic. The computed value of the t-statistic is presented in Table-7. However, we will have to refer to the table value of t to know which variable is significant. The table value of t at 5% level of significance with 238 degrees of freedom is 3.17 (using t- table). Since the computed t value is greater than table values of t for the coefficient of psychological problems such as stress, depression, these variables are statistically significant. An easy way out is to look at the sig. (p value) as given in Table 3. Let us assume that the level of significance is α = 0.05. Now if p value is less than α for a particular coefficient means the variable attached to that coefficient is significant. Therefore, its find that psychological problems such as stress, depression are significant variable in influencing preference. This was also found using t statistic.

Further, the relative importance of the independent variables in influencing preference is determined by examining the standardized coefficients (called β). They are reported in Table- The standardized coefficients are obtained by running the regression of standardized values of dependent variable on the standardized values of the independent variables. The standardized values of a variable are obtained by subtracting from the variable its mean value and dividing by its standard deviation. Higher the value of absolute standardized coefficient, higher is the importance of that variable in influencing preference. Therefore, we note that psychological problems such as stress, depression is the most important variable followed by in influencing the trolling impact.

Therefore, it is suggested that the people should work on the psychological problems such as stress, depression the most in improving the preference for trolling youth using social media. It should also consider on trolling impact which is the second important variable. This doesn’t mean that the stress should be ignored. Stress has a positive impact on preference although it is not highly significant. However, if we increase the level of significance α to 15% it will become significant in influencing preference.

Also, from the above table- 1.1 its show that almost 71.1% respondent used YouTube and 52.1% used face book frequently.

In [a study examining the link between Facebook and depression](http://online.liebertpub.com/doi/10.1089/cyber.2016.0206), researchers found that frequent Facebook users often compare themselves with others, which leads to overthinking and rumination. Therefore, this in turn leads to feelings of depression. Teens tend to compare themselves to their peers frequently, both in real life and online. Hence, social media addiction can negatively impact self-esteem.

**Objective -4: Analysis of Hypothesis -H4: -**

**Objective 4: -** To find out how much social media affects the family relation and use of social media by youth.

As per Objective 1, Objective 5 and Objective 6, following sub hypothesis were prepared related to family of youth affect by social media and other external factors.

**H-04:** There is a no significant relationship between the family of youth affect by social media and other external factors.

**H041**: - There is no significant relationship type of changes in social media impact on family of youth.

**H042: -** Family relation gone through major change due to initial face and current scenario of social media.

**H041**: - There is no significant relationship type of changes in social media impact on family of youth.

Using Q-4 and Q-20 below cross tabulation mention that any impact on social media.

**Table-8**

**Crosstab**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Family type Changes | Privacy | | Profile page | | Product Advertising | | Fake news | |
|  | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage | Frequency | Percentage |
| Joint Family | 73 | 63.5% | 38 | 57.6% | 96 | 61.9% | 90 | 59.6% |
| Nuclear Family | 35 | 30.4% | 22 | 33.3% | 48 | 31% | 49 | 32.5% |
| Single | 7 | 6.1% | 6 | 9.1% | 11 | 7.1% | 12 | 7.9% |
| Total | 115 |  | 66 |  | 155 |  | 151 |  |

Social media has brought about many changes in family dynamics

From the above table-8, its understood that out of 240 total respondents 63.5% are staying in joint family and they maintain privacy,61.9 % are staying in joint family and use product advertising, 59.9 % are in joint family and they believe more in fake news, 57.6% are staying in joint family would like to keep profile page.

**Table - 9**

**One-Sample Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| Family type | 240 | 1.4625 | .62601 | .04041 |
| Privacy | 115 | 1.0000 | .00000(a) | .00000 |
| Profile page | 66 | 2.0000 | .00000(a) | .00000 |
| Product Advertising | 155 | 3.0000 | .00000(a) | .00000 |
| Fake News | 151 | 3.9934 | .08138 | .00662 |

Analysis carried out for family type and type of changes are seen in social media, table – 19 shows that 62.6% of variation in family type with mean 1.5 approx. There is no variation in the data set for privacy, Profile page and product advertising and only 8.138% variation in fake news with mean 3.9934.

**Table- 10**

**One-Sample Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Test Value = 2 | | | | | |
| t | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Family type | 36.192 | 239 | .000 | 1.46250 | 1.3829 | 1.5421 |
| Fake News | 603.000 | 150 | .000 | 3.99338 | 3.9803 | 4.0065 |

The hypothesis value which inputted into the One-Sample T-Test value of t= 2The t-test statistic value of based on the one-sample t-test. In this case, t= 36.192 for family type and t= 603 for fake news. Degree of freedom (df) For the one sample t test case, d.f = n-1 = 239. Sig. (2-tailed): the test carried out is a two-way test. The Mean difference between the mean value of the “sample” with the mean value of the hypothesis. If this value is positive, the mean sample value is greater than the average hypothesis, and vice versa. In this case, the mean difference is 1.46250 for the family type and 3.99338 for fake news. Confidence Interval for the Difference= the value of the confidence interval that shows the difference between the mean value of the hypothesis and the mean of the sample. In this case, for the family type the upper-value is 1.542 and the lower value is 1. .3829. In both the cases the confidence interval contains 0 in the interval there is no “zero” value in the confidence interval Hence, **rejected null hypothesis H041.**

Also, the interpretation of the results of the one-sample t-test in SPSS depends on the p-value. If the p-value is less than the predetermined significance level (usually 0.05), then the null hypothesis can be rejected and it can be concluded that the sample mean is significantly different from the population mean. If the p-value is greater than the predetermined significance level, then the null hypothesis cannot be rejected here in both the cases significance value is 0.000 which is less then p value 0.05 and it can be concluded that the sample mean is not significantly different from the population mean Hence, accept H1:41-There is a significant relationship type of changes in social media impact on family of youth.

**H042:** Family relation not gone through major change due to initial face and current scenario of social media.

**Findings:**

The following interpretation are done based on the data analysis it is being observed that with the usage of various statistical tools, each hypothesis has a significant relationship between various variables. Based on the following understanding in many cases there is a positive relationship or a positive significance is being seen between the youth and the usage of social media and in some cases, there is a negative impact that is being observed between the youth and social media. Although the major changes are being seen that youth these days are using social media for various purposes apart from posting pictures and they are using it to enhance their knowledge and following the recent trends and trying to use in a much more innovative manner. They are also using social media to increase their capabilities and skills. Although this is the positive side of the usage of social media by the youth, on the other hand youth are slowly getting addicted towards social media as the number of hours they spend on reading new stuffs and learning new trends this almost is making the youth quite addicted especially towards the social media such as Instagram, You tube. The demographic factors, age, gender and family income also significantly played a pivotal role in creating the impact of social media on youth.

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