

**“SOCIAL MEDIA HAVE THE POWER TO CHANGE THE BEHAVIOUR OF
URBAN STUDENTS IN ANDHRA PRADESH: A CASE STUDY OF ANDHRA
PRADESH”.**

Dr. T. CHENNAKESAVULU

Professor, Department of Management Studies
PSCMR College of Engineering & Technology
Vijayawada.
Mobile No: 9963680079

Abstract:

Increased use of mobile phones, raise of internet access speeds, emergence of social media has tremendously changed the way people interact and carry on with their everyday lives. Initially the use of social networking was limited to corporates and businesses and it has now branched to include friends, family associates and classmates as well. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, WhatsApp, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an enthusiastic response and acceptance. Social media offers several opportunities like facilitate exchange of data, information easily, helps in conversation around the world, to send information to the large number of people within no time, save the money in sending the information, helps in avoiding boredom, help the businesses to grow, and it also help the unemployed youth to find jobs and update themselves in the developments in their own field of activity.

Introduction:

In recent times, concerns have been raised about issues of privacy, possible threats, intimidation messages and rumours to create discomfort and chaos in the society. Now a days, incidents of addition to the social media, social media frauds and scams is almost order of the day. Further, complaints were registered with regard to the incidents of character assassination by creating a false story and spreading across the social media. Excess usage of social media can also have a negative impact on the health and even the issues of cyber bullying, online harassment and "trolling" raised. In the light of the above, it is proposed to explore the pattern of use of social media, and investigate the impact of social media on the urban students in Andhra Pradesh with regard to their behaviour change. The reason for selecting students as the target audience is because the direction of a country and culture is decided by the students of this country only. Moreover, it is widely believe that the students are most vulnerable segment because of their adolescence and can easily attracted towards negative preys. Further, research studies on social media impact and its usage within India on students have been limited to specific surveys and theories only. Hence, this paper made an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking effects.

Review of Literature

Review of literature provides an opportunity to determine which areas have already been explored and investigation in which area can add value. This will help to formulate objectives and undertake this research work.

Ruchi Sachdev (2012) discusses the role of social media in today's society in terms of it play more of a positive or a negative role for the masses. The paper highlights some of major drawbacks of usage of social media by the young generations in the initial phase and also discusses them in detail. As per the research, it is easy to enter in the world of social media but it has is very hard to exit. SNS have been an attractive platform to keep in touch with near and dear ones but it also brings various threats of privacy and health related issues. The research paper revolves around the ethical ways and how the social media can be used in an ideal manner so that they can be effective for an individual and the society.

Mili Dutta, Bikram Kr. Dutta and R. N. Bhagat (Sept 2013) have studied social media promotion in emerging markets with an Indian perspective. The major purpose of the research was to understand and explore the concept of promotion through social media in Indian market. Exploratory research has been done and secondary data has been collected from available sources like articles, books, journals, newspapers and open sources of internet. As per the research, social media has come up as a strong platform in competition of traditional ones, since it allows the users to interact and have a much deeper exposure and impact.

Davmane et al. (2015) analysed the factors for the online social networking sites as per users behavior regarding user friends, the peer groups, access patterns, amount of time spend, the effect on personal and professional life. User attitude and behavior is also surveyed for over seven hundred users using a questionnaire consisting of 27 questions which focused on behavior of Indian users in terms of usability, trends and access.

Research Design & Methodology

Research methodology refers to the approach by which data is extracted to be clearly understood. This paper will therefore discuss the following: research design, target

population, sampling strategy, data collection instruments and process and analysis of the data. This study will be conducted in selected towns of Andhra Pradesh viz., Vijayawada, Guntur, Visakhapatnam, Tirupati, Karnool and Srikakulam. There are two general methods in the social sciences: quantitative and qualitative research. The qualitative analysis will aim to give a complete, detailed description in the form of words, pictures or objects while the quantitative analysis will classify features, count them and construct statistical models in an attempt to explain what is observed. In this study there is a blending of both approaches with a greater leaning towards the qualitative method.

Objectives of the study:

The main objective of this research is to explore the impact and implications of social media on the students especially those in urban areas in Andhra Pradesh on the way they are using these medium and the consequences of that use on their behaviour.

Specific Objectives:

- To understand various social media and identify major social media used by the youth.
- To determine why and how the youth in Urban areas use social media in their daily lives

Results and Discussions:

Table-1
Various social media and identify major social media used by the youth

S.No	Various Social Media Used by Rural Youth	Total Number	Percentage
1	Cable, Local, Network nightly	67	33.5%
2	Social Media, Websites/Apps	62	31%
3	Radio	41	20.5%
4	Print Newspapers	30	15%
Total		200	100%

Source: Primary Data

The entire research is focused to understand and analyse how the various factors influences the youth. This is one of the challenging tasks for any researcher to identify the factors which are influencing to the youth. The researcher has studied many numbers of literature, articles and on the basis of the study has tentatively identified five major factors

which are influencing the youth i.e. education, health, family, social life, and purchase related factors.

Table-2
Determine why and how the youth in urban areas use social media in their daily lives

S.No	the youth in urban areas use social media in their daily lives	15-21 Age Youth are use social media in Urban Area	Percentage	22-35 Age Youth are use social media in Urban Area	Percentage
1	Cable, Local, Network nightly	46	38.6%	29	35.8%
2	Social Media, Websites/Apps	34	28.6%	19	23.5%
3	Radio	18	15.2%	15	18.5%
4	Print Newspapers	21	17.6%	18	22.3%
Total		119	100%	81	100%

Source: Primary Data

The target population refers to the specific group relevant to a particular study. The target for this study includes rural youth pursuing their studies in colleges, universities in selected towns of Andhra Pradesh. The study focuses on the behaviour of the urban youth who are using social media. Hence the youth's age group between 15 to 35 is purposefully considered. Further, they will be classified into four groups assuming similar mindset, behaviour, usages pattern in each group.

Conclusions & Limitations of the study

Any research work is possibly liable to more or less limitation. Although there are numerous social media present in the world today and even new ones are getting added every month, the research is going to select few social networking sites for the purpose of the study. Exclusion of other smaller, more specific and newer social media should definitely be a limitation of the research. The scope of the research confined to selected towns of Andhra Pradesh viz., urban youth. Hence, the limited region of the research would be a probable limitation of the same. Considering the total population of Andhra Pradesh, which is more than 5 crores, the selected sample size is going to be a limitation. Despite of adoption of quota sampling and other precautions, the sample size can be a considered a probable limitation of the research.

Another obvious and huge limitation with most of the individual researcher is Resource restriction. Resource restrictions affect both: the research as well the results. It affects the scale of the research too.

References

1. Aronson, E., Wilson, T. D., & Akert, R. M. (2010). *Social Psychology* (7th ed.) Upper Saddle River, NJ: Prentice-Hall
2. Singh, C. (2010). New Media and Cultural Identity. *China Media Research*, 6(1), 86-90.
3. Hinduja S, Patchin J. Offline consequences of online victimization: school violence and delinquency. *J Sch Violence*. 2007;6(3):89–112
4. Fox, Jesse (February 26, 2014). "Why Exes Aren't So "Ex" Anymore". www.psychologytoday.com. Psychology Today. Retrieved 2018-11-12.
5. Wortham, J. (April 10, 2011). "Feel like a wall flower? Maybe it's your Facebook wall". *The New York Times*. Shea, Michael (July 27, 2015). "Living with FOMO". *The Skinny*. Retrieved January 9, 2016.
6. Holmberg, Christopher; Berg, Christina; Dahlgren, Jovanna; Lissner, Lauren; Chaplin, John Eric (2018). "Health literacy in a complex digital media landscape: Pediatric obesity patients' experiences with online weight, food, and health information". *Health Informatics Journal*. 25 (4): 1343–1357.
7. Ransom, Danielle C; La Guardia, Jennifer G; Woody, Erik Z; Boyd, Jennifer L (2010). "Interpersonal interactions on online forums addressing eating concerns". *International Journal of Eating Disorders*. 43 (2): 161–170. doi:10.1002/eat.20629