# A Study on Impact of Facebook on Teenagers

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## 1. Introduction

In the early 2000's, the Web became much more personal as social networking websites were introduced and embraced by the masses. Social networking sites (SNS) are defined as web-based services that allow individuals to construct a public or semi-public profile within a limited system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and terms of these connections may vary from site to site

Here are some prominent examples of social media-
- Facebook 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. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- Google+ (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."

### 1.2 Objectives

- To make an assessment on the Facebook users using social networking site for cultivating knowledge followed by their regular activities.
- To make a comparison between Facebook and other social networking sites.
- To determine Facebook Addiction among teenagers.
- To identify the level of impact of facebook on individual.

### 1.3 Statement of Problem

The emergence of social networking sites has become a major trend over the years with growing popularity amongst the younger generation. The social network sites like facebook, twitter, whatsapp, instagram, snapchat, youtube, viber, etc., are running the future and carrier of students. This was only an electronic connection between users, but unfortunately it has become an addiction for students. As online social networking becomes more popular, literature, however, suggests that they can be tempting and addictive with the use of features such as dating, photo and video-sharing, instant messaging, etc., others claim they can be advantageous as they lead to better interaction and cooperation among users. While this debate goes on, there is still lack of strong empirical evidence to show how the use of these tools brings impact in teenager's life.

### 1.4 Methodology of the Study

The methodology of this study includes the description and discussion of research design, sample size, sampling technique, tools and procedures of data collection and methods of analysis. The validity and value of a research depends on the systematic method of collecting the data and analyzing them insightfully and methodologically. In the present study, extensive and systematic use of primary data along with the secondary data has been made.

### Sources of Data
Primary data

### Tools for Analysis
To analyse the data the following research tools are used:
- Simple Percentage analysis
- CHI-SQAURE test

### 1.5 Period of Study

The time span of the study, took about 2 to 3 months, for data collection, analyzing data, interpretation and report preparation.

### 1.6 Limitations of the Study

- This study was confined to those in the district of Coimbatore; hence the result may not be applicable to other parts of the country.
- Two Hundred respondents has been chosen.
- Limited number of respondents affects the accuracy of results.

## 2. Overview of the Study

### 2.1 History and Growth

Facebook began in February of 2004 as a school-based social network at Harvard University. It was created by Mark Zuckerberg along with Edward Saverin, both students at the college.

One of the reasons credited for the rapid growth and popularity of Facebook was its exclusivity. Originally, to join Facebook you had to have an email address at one of the schools in the network. It soon expanded beyond Harvard to other colleges in the Boston area, and then to Ivy League schools. A high school version of Facebook was launched in September of 2005. In October it expanded to include colleges in the U.K., and in December it launched for colleges in Australia and New Zealand. Facebook

accessibility also expanded to select companies such as Microsoft and Apple. Finally, in 2006, Facebook opened to anyone 13 years or older and took off, overtaking MySpace as the most popular social network in the world.

## 3. Researches And Methodology

### 3.1 Simple Percentage Method

Simple percentage analysis refers to a ratio. Simple percentage method is the one of the statistical tool to calculate the percentage with the help of absolute figures it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

$$Simple\ percentage\ method = \frac{No\ of\ respondents}{Total\ no.\ of\ respondents} \times 100$$
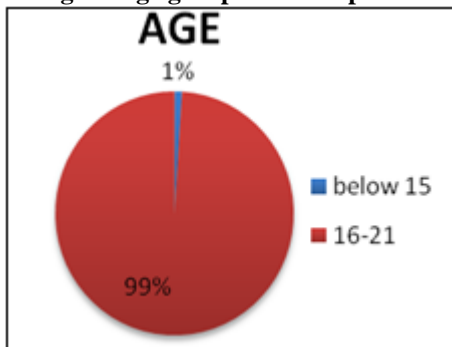
## 4. Analysis and Interpretation

### 4.1 Simple Percentage Analysis

#### 4.1.1 Table showing the age group of the respondents

| Age | No. of Respondents | Percentage |
|---|---|---|
| below 15 | 2 | 1.00% |
| 16-21 | 198 | 99.00% |
| Total | 200 | 100.00% |

**Chart showing the age group of the respondents**



**Interpretation**
The above table and the chart shows the age of the respondent. It is found that the percentage of respondents was highest (99%) between the age group of 16 years to 21 years and was found less (1%) from the age group below 15 years. Therefore, majority of the Respondents are found between the age group of 16 to 21 years.

#### 4.1.2 Table showing the gender of the respondents

| Gender | No. of Respondents | Percentage |
|---|---|---|
| MALE | 104 | 52.00% |
| FEMALE | 96 | 48.00% |
| TOTAL | 200 | 100.00% |

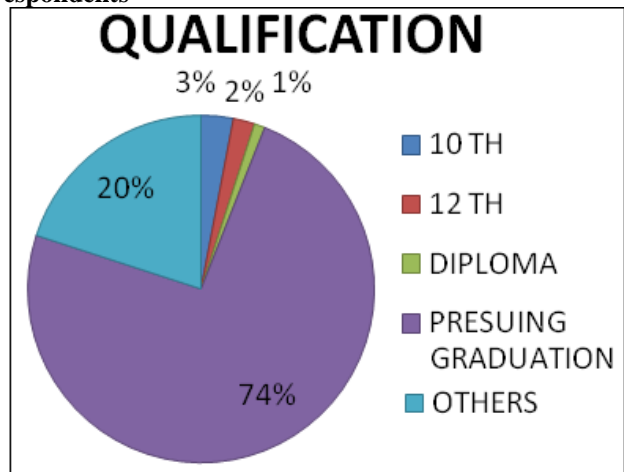**Chart showing the gender of the respondents**
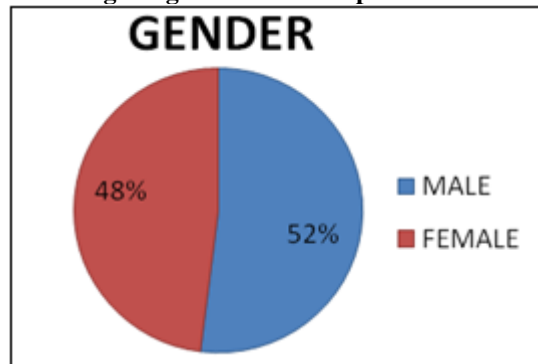


**Interpretation**
The above table and chart represents the gender of the respondent. According to which 48% of the respondents are female and 52% of the respondents are males. Therefore, majority of the Respondents are male.

#### 4.1.3 Table showing the educational qualification of the respondents

| Educational Qualification | No. of Respondents | Percentage |
|---|---|---|
| 10 TH | 6 | 3.00% |
| 12 TH | 4 | 2.00% |
| DIPLOMA | 2 | 1.00% |
| PRESUING GRADUATION | 148 | 74.00% |
| OTHERS | 40 | 20.00% |
| TOTAL | 200 | 100.00% |

**Chart showing the educational qualification of the respondents**



**Interpretation**
The above table and the chart show the educational qualification of the respondents. According to which1% is diploma graduate, 2% are 12 th graduates, 3% are 10 th graduates, 74% are pursuing their graduation and rests of the respondents have other educational qualification. Therefore, majority of the respondents are pursuing graduation.

#### 4.1.4 Table showing the usage of social media by the respondents

| Usage of Social Media | No. of Respondents | Percentage |
|---|---|---|
| YES | 200 | 100.00% |
| NO | 0 | 0.00% |
| TOTAL | 200 | 100.00% |

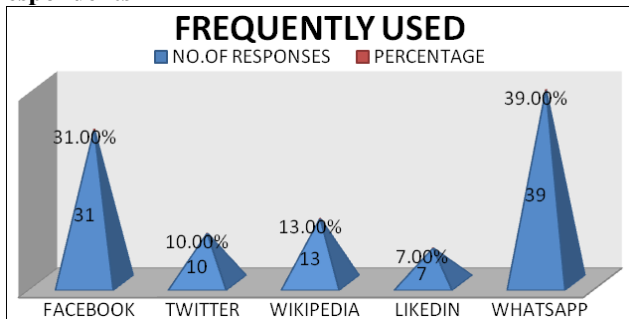**Chart showing the usage of social media by the respondents**
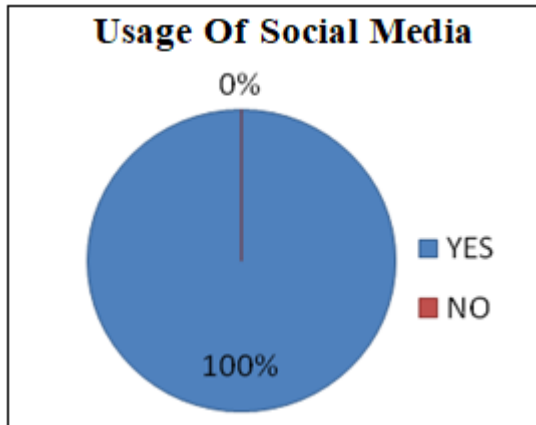


**Interpretation**
The above table and the chart shows the Usage Of Social Media among the respondents. It is clearly analysed that 100% of the respondents are using social media.

**4.1.5 Table showing frequently used social media by the respondents**

| Most Used | No.of Responses | Percentage |
|-----------|-----------------|------------|
| FACEBOOK | 62 | 31.00% |
| TWITTER | 20 | 10.00% |
| WIKIPEDIA | 26 | 13.00% |
| LIKEDIN | 14 | 7.00% |
| WHATSAPP | 78 | 39.00% |
| TOTAL | 200 | 100.00% |

**Chart showing frequently used social media by the respondents**



**Interpretation**
The above table and the chart shows the frequently used social media among the respondents. It is found that whatsapp is the most frequently used social media by 39% of the respondents pushing back facebook 31%, Wikipedia 13%, twitter 10% and linkedin 7%.

**4.1.6 Table showing the purpose of usage of facebook by the respondents**

| Purpose of Usage | No.of Respondents | Percentage |
|------------------|-------------------|------------|
| Entertainment | 98 | 49.00% |
| Seeking Knowledge | 62 | 31.00% |
| Social Push | 40 | 20.00% |
| Total | 200 | 100.00% |

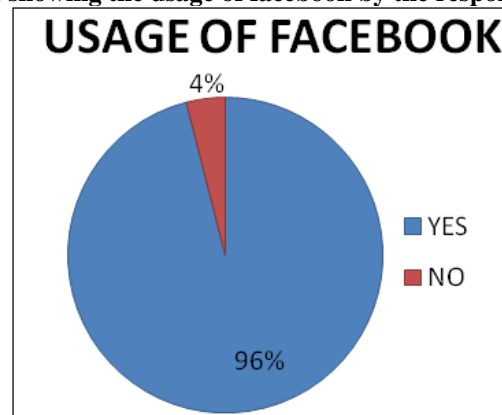**Chart showing the purpose of usage of facebook by the respondents**
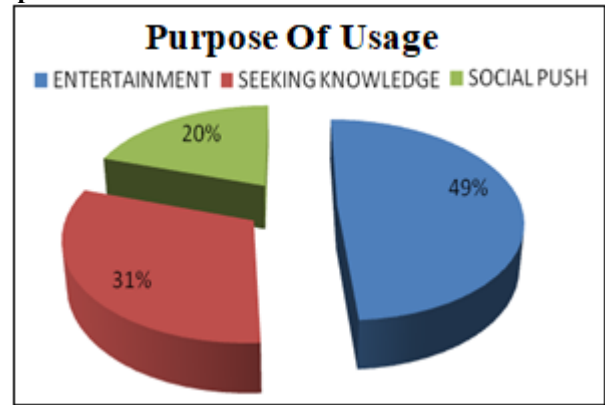


**Interpretation**
The above table and the chart shows the purpose of usage of facebook among the respondents. It is clearly analysed that 49% of the respondents are using facebook for entertainment purpose, 31% of the respondents are using for seeking knowledge and 20% are using because of social push.

**4.1.7 Table showing the usage of facebook by the respondents**

| Usage of Facebook | No.of Respondents | Percentage |
|-------------------|-------------------|------------|
| YES | 192 | 96.00% |
| NO | 8 | 4.00% |
| TOTAL | 200 | 100.00% |

**Chart showing the usage of facebook by the respondents**
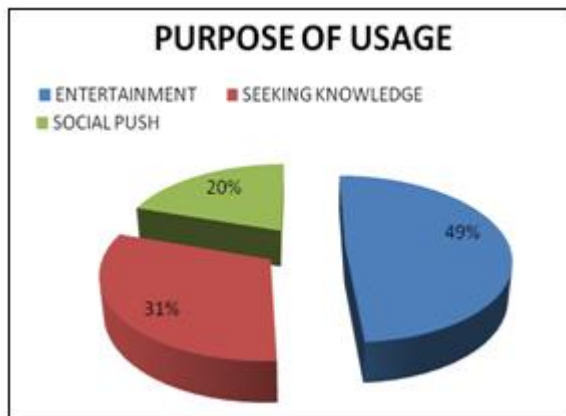


**Interpretation**
The above table and the chart shows the usage of facebook among the respondents. It is clearly analysed that 96% of the respondents are using facebook and are aware of it. The rests of the respondents 4% are falling under the other category.

**4.1.8 Table showing the Purpose of Usage of Facebook by the Respondents**

| Purpose of Usage | No.of Respondents | Percentage |
|------------------|-------------------|------------|
| Entertainment | 98 | 49.00% |
| Seeking Knowledge | 62 | 31.00% |
| Social Push | 40 | 20.00% |
| Total | 200 | 100.00% |

**Chart Showing the Purpose of Usage of Facebook by the Respondents**



**Interpretation**

The above table and the chart shows the purpose of usage of facebook among the respondents. It is clearly analysed that 49% of the respondents are using facebook for entertainment purpose, 31% of the respondents are using for seeking knowledge and 20% are using because of social push.

## 5. Findings, Suggestions and Conclusion

### 5.1 Findings

The purpose of this study was to explore if young adult's use of social network sites such as Facebook was related to a concept that includes intrapersonal, interpersonal and behavioural elements. Using survey data collected from teenagers, it is predicted that there were positive relationships between intensity of Facebook use and Facebook Groups use and student's life satisfaction, social trust and knowledge gain.

- These findings, of course, do not support the popular view that heavy Facebook users are more isolated and less connected than occasional users.
- The findings from the analysis are teenagers that are between the age group of 15-21 years in which respondents between 16 – 21 years are maximum.
- Though the percentage of users of facebook is terribly high holding 96%, only 6% of them fall under using facebook for more than 6 hours a day. 60% of the respondents are using facebook more than1 hour, 34% are using between 2-4 hours and 6% of the respondents are using for more than 6 hours. Thus, it is clearly found that respondents falling under first category are majority.
- Facebook ranks second in most used social networking sites pushed by whatsapp. This may be ascribed to the fact that WhatsApp is readily accessible from mobile phones without any log-in information. It also has call and messaging features, which are useful in communicating with friends and family members. It also has call and messaging features, which are useful in communicating with friends and family members.
- Majority of the Respondents are male by holding 52% pushing back female.
- From the analysis made, it is found that majority of the respondents are pursuing graduation among other qualified respondents who are 10 th, 12 th, diploma and other categories.

- It is clearly analysed that 49% of the respondents are using facebook for entertainment purpose, 31% of the respondents are using for seeking knowledge and 20% are using because of social push.
- Though 100 % of the respondents are using social media, only 16 % of them are unaware of online learning platforms. An Indian study also reported that majority of Indian youth are members of one or more social media sites. It is remarkable that the study participants are from poor backgrounds with low-quality educations and yet are avid users of social media. And in the same way in this study too, majority of the respondents are aware and using learning platforms for educational purposes.
- It is clearly analysed that only 35% of the respondents found facebook to be useful platform for acquiring knowledge, 55% of the respondents found it to be quite useful and 10% found it not to be useful. Thus, it is clearly found that majority of the respondents agreed facebook to be an average useful platform for obtaining knowledge.
- It is observed that 78% of the respondents are using facebook more than 2 years, 17% are using for less than 1 year and 5% are for 2 years. This popularity can be ascribed to the many benefits, or uses and gratifications, that youth derive from it, such as building friendships and communicating with friends both offline and online, entertaining themselves, building their own content, and exploring their self-identities. For these young people from poor backgrounds with limited opportunities at home, social media offers an opportunity for personal and educational advancement, and many try to take the best possible advantage of it.

### 5.2 Suggestions

Social Media platforms can simultaneously enable:
- Rapid and ongoing capturing of public mood, sentiment and knowledge about health issues;
- Free or extremely inexpensive amplification of broadcast messages.
- A range of opportunities to tailor messages and engage the public in a conversation about health promotion and health protection.
- User-generated content and 25 feedback systems which improve loyalty and trust in organizations and confidence in information.
- Distinguish between increasing reach and awareness (message amplification) and expanding the scope of messages (collaborative, iterative message development).
- Specific time should be bounded for each user per day in surfing their Facebook profile within a limited time.

### 5.3 Conclusion

At the end of the discussion it is evident that Facebook as an app of social networking site has a great medium for communication among the user friendly friends. Therefore, due to improvement of technological advancement, younger generation of coimbatore especially the undergraduate and postgraduate students have had access the internet and this site regularly for a large percentage of their lives. Sometimes, this networking site is very essential to raise human voice against any kind of violation or corruption.

However, through the Facebook people are more aware about the contemporary issues of the society and they can

express their point of view. However, through this site have a lot of advantages but some disadvantages facts are there, where some cyber crime, corruption or antisocial activities takes place and it might be harmful for the society. At the end it can be said that through this social networking site platform gives a danger among the young generation in coimbatore but also its beneficial advantages to users are friendlier and they are regularly meet for a while whether they don't have enough time to meet to make a platform for eco-communication.

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