

A Study on Management of Puberty Flock in the Era of Social Web



ISBN: 978-1-943295-14-2

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The social web became national preference due to because of the enormous percentage of puberty flock and their awareness about the hypermedia. It became an essential technology for the bloom too, Updating and motivating. The research study focused on why social media became an integral part of Indians and how to utilize it. Descriptive type of study conducted, Survey method has used for sample collection, and Two hundred twenty respondents have involved in the study, Chi-square test used for the analysis. Study beneficiary in the field of information technology and government for the bright future of the young generation.

Keywords: Social Media Advocate, Puberty Flock, Youth Lifestyle

1. Introduction

“Social web is computer corroborated online communication platform integrated with various facilities of communication like audio-video call, upload video, and pictures, innovation, and idea-sharing enables a user to connect on every interactive multimedia. It also provides a platform for business and advertising companies and to politicians to communicate with the target population. Before some decade ago, social web/media is just trying to establish themselves in the world and society. Now in 21st-century, people are much aware of the functioning of social media and its various advantages. Cutthroat competition creates easy availability of smart phones at a cheaper cost. Educational qualifications of society, especially youth, become more aware. The social web grows essential at every aspect of the life special for puberty flock because it helps in their studies and after then for a search career option. Research paper aim is to find out the detail reason and concept that, even after the drawbacks of social media (mentioned in the various detail research study), why and how social media became an integral part of Indian society and especially for the young generation of India. And how to manage it in a positive sense? Development of the social web: As per the report published on Google: In 1840, telegraph introduce in the US. In the year of 1865, the first-time bank launched a letter to convey the message accurately. In 1890- the first-time Telephone enter in front of the public. In 1891 provide a special gift for the populace through the introduction of the Radio, and it was based on frequency radiation, and in the year of 1940, the First supercomputer invented. In 1960 developed an early form of internet, and it provided by the COMPUSERVE. In 1970 Network technology become an innovation for the whole world. In the year of 1979, the first time introduced a net dummy letter of news. In the year of 1988 found a first-time internet relay chat program. In the year of 1997 ‘six-degree’ site launched and it was the first identifiable interactive multimedia site. In the year of 1999, the first blogging site became a part of the communication. In the 21st century, the internet became an essential aspect of disclosure to become part of daily life in the form of YouTube and provide a new ray to communication by the social web. In the year of 2006, Facebook and Twitter introduce for the society, and it covers the communication gap.

2. Literature Review

Kumari Archana and Verma Jyotsna (2015) Find out that the group of students and conclude that 65 % of students feel helpful to maintain the relationship with peer group and relatives. Lad Harshit (2017), Focus on the impact of social media on education and he targets a group of students and teenager and finds some positive effects like the development of new skills, focus on quality education. Chukwuere Joshua and Chukwuere Chibuike Precious (2017) studies, the impact of social media on social lifestyle. Focus on the research and implications of social media on female students and find it affect the social lifestyle of the female students. Promote healthy and good relations. On the other side, female students blaming that abusing hatred culture among the racial group and endow a negative message with a negative image. Bharadwaj Akashdeep, Gounder Sam (2017), Researcher focus on some of the social media sites like Facebook, Twitter, LinkedIn, etc. In the education field, social media help to collaboration and communication, if we are throwing the light on a related issue with politics, then it aids in an increase in voter awareness and participation, fast social moments, Job opportunity creates by social media.

3. Research objective

- To study the association of impact of the social web with Indian Society, especially on puberty flock.
- To study the preferences of the youth about the social web and its association with the age group that connects a more significant deal on social media.
- To study the reason why social web growing so fast in India, the role and impact of the social network on Society.
- To study the time spent by the youth on social media and its association with effects, is it good for the Society or harmful, and how to overcome its cons.
- To study the reason why young user becomes a social media advocate, especially with growing awareness.

Point of Study

Puberty Flock: It indicates a Particular age group that implies youth itself. The percentage of bloom populace is almost one fourth now, and it's more than sufficient portion to change the market and society trends. It includes teenagers, youth, and adult citizenry.

Social Web: the social web is a platform that helps people to connect with the communities. It can provide various connectivity and communication and particular sharing of acquaintance by the virtual form of communication at the particular required time.

Social Media Advocate: 'social media advocate is a person who is a specialist in the field of the social web. Advocate is a professional who is fancier in their area and provide a positive image of particular inter-media and towards its functions. Now a day half of the population of India becomes social media advocates, and quickly every one of them assists dwellers and denizens.

4. Research Methodology

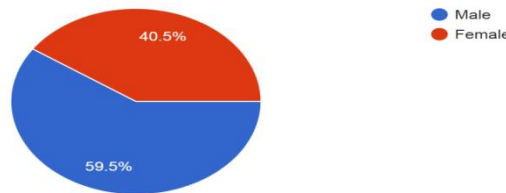
Methodology: Data collected from the respondents through the Survey. Two hundred twenty respondents have involved in this research study, most of them from the city of Madhya Pradesh (Indore and Ujjain), Survey conducted with the help of Questionnaire in the year 2019. Some of the Questionnaire mailed to respondents and while some of collected by direct interaction. Overall, two hundred twenty response helps us to quest the findings. Random sampling method use for the sample collection. Deport proper analysis of the facts and create the charts and graphs as per the essentiality and draw a conclusion by applying cross-tabulation and chi-square tests.

Hypothesis Design of the Research

Hypothesis Testing

H0: There is no significant difference between the male and female, they equally used social media platform.

gender
220 responses



Test Statistics	
	Gender
Chi-Square	8.018 ^a
Df	1
Asymp. Sig.	.005

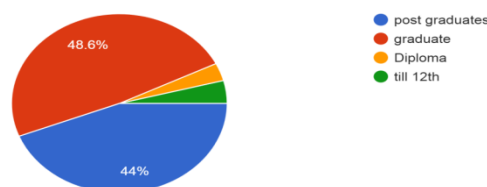
a. 0 cells (0.0%) have expected frequencies less than 5.

Gender			
	Observed N	Expected N	Residual
Male	131	110.0	21.0
female	89	110.0	-21.0
Total	220		

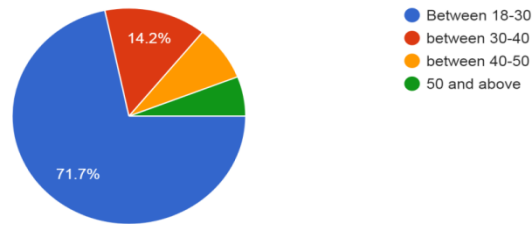
Expected frequency shows that the expected frequencies for the female is greater than the actual and it provides information that male and female is not equal and thus hypothesis is rejected, hence active community of mans is greater than female on social web.

H1: There is no significant difference between the young generation and education level to connect and use of the social media.

Education
218 responses



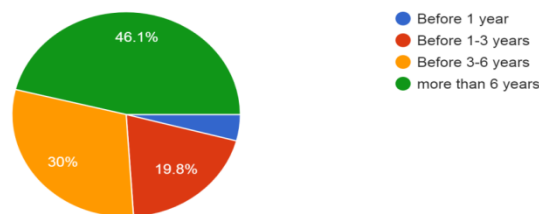
Age
219 responses



		Education Qualification				Total	
		post graduate	graduate	diploma	till 12 th		
Age of the respondents	between 18-30	Count	61	87	6	6	160
		Expected Count	69.8	76.4	6.5	7.3	160.0
	between 30-40	Count	15	13	1	1	30
		Expected Count	13.1	14.3	1.2	1.4	30.0
	between 40-50	Count	11	1	2	3	17
		Expected Count	7.4	8.1	.7	.8	17.0
	50 and above	Count	9	4	0	0	13
		Expected Count	5.7	6.2	.5	.6	13.0
Total	Count	96	105	9	10	220	
	Expected Count	96.0	105.0	9.0	10.0	220.0	

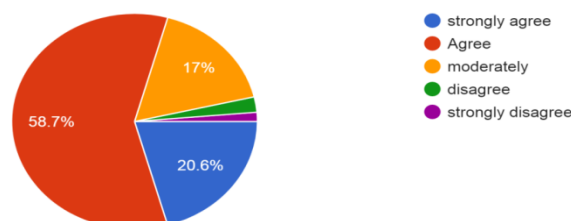
Study provide information that Graduate and post graduate has huge percentage on social web, youth is the biggest part of it ,basically from the age group of 18-30, 30-40, whoever connect with the social media ,thus hypothesis is not rejected.
H2: there is no significant difference between the existence of social media mostly in the part of India and its time of use, so that most of the respondents connects from social media from a long time.

In which year you connect to social media
217 responses



Most of the respondents connect with the social media from a long time duration, 46.1% join before the six years, and 30% of them has connected with the 3-6 years, 19.8% has connected with the social web before 1-3 years, and it shows that people are as active as it established in India. Thus hypothesis is not rejected.
H3: There is no significant difference between active social media group activities and its proper learning and Update.

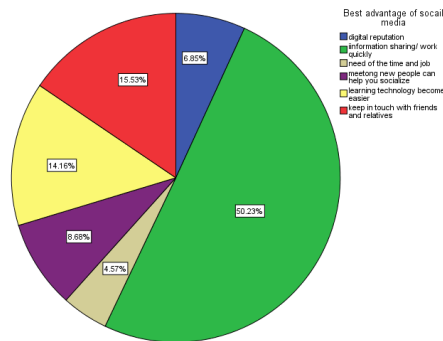
Do you think social media help you in your updation and learning as well as socially active.
218 responses



The analysis provides a report that hypothesis is not rejected because respondents response to agree and strongly agree with the update and learning power of social media, respondents are showing their satisfied behavior with social web.

H4: Social media have much more advantage for update positive aspects of life.

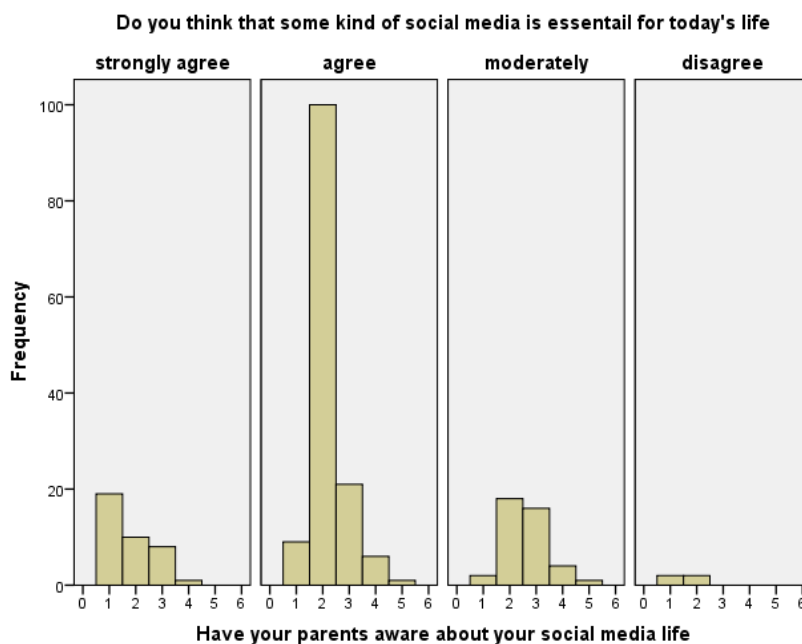
Best advantages of social media



Best Advantage of Social Media			
	Observed N	Expected N	Residual
digital reputation	15	36.5	-21.5
information sharing/ work quickly	110	36.5	73.5
need of the time and job	10	36.5	-26.5
meeting new people can help you socialize	19	36.5	-17.5
learning technology become easier	31	36.5	-5.5
keep in touch with friends and relatives	34	36.5	-2.5
Total	219		

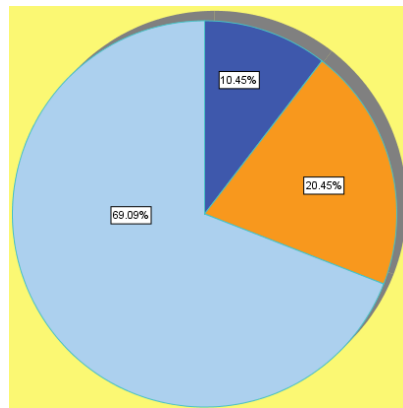
Social media advantages in case of information sharing and work quickly society is satisfied with web, learning technology became easier and also help for meeting new people and socialize the society, as per the test result analysis shows that it has various advantages and thus hypothesis is not rejected.

H5: Significantly Social media is become inseparable essential part of Indian populace and their parents also aware about the social media life.



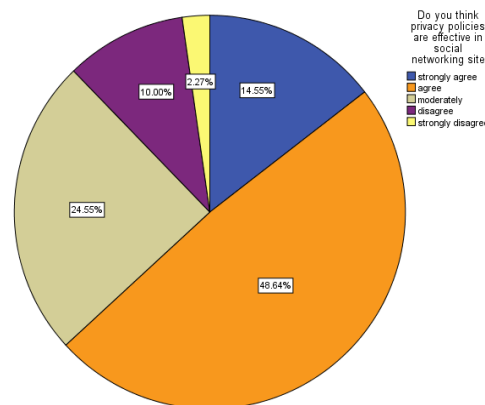
Interpretation shows that Social media is become inseparable part of the society and most of them free to share with their parents about their social media life, In 21st century it is essential for learning ,socially active, general knowledge upgrade and due to because of positive aspects Indian parents also provide freedom to their children also. thus Hypothesis accepted.

H9: There is no significant difference between the Respondents of Indian populace and forcefully join social web hence feel pressure to join social media.



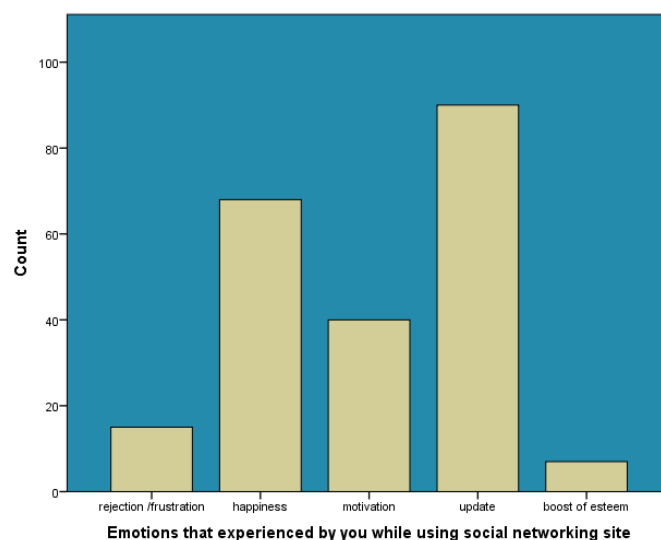
69 % respondents reply not at all, 20.45% told about the pressure from the peer group, 11 % from society and thus conclude as Indian people join social media as per their own wish, not because of pressure of society or peer groups, hence Hypothesis rejected.

H6: There are significant effective Privacy policy on social media specially in this era.



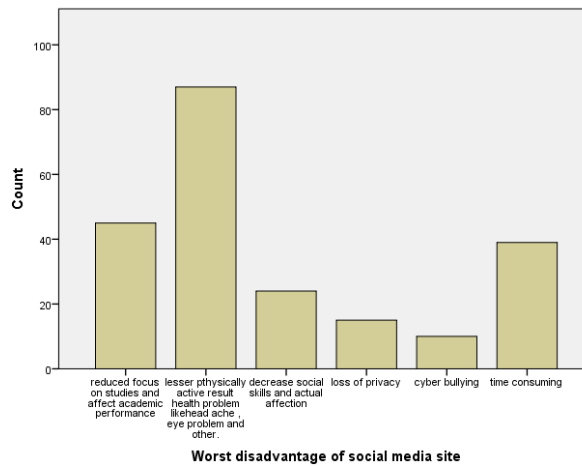
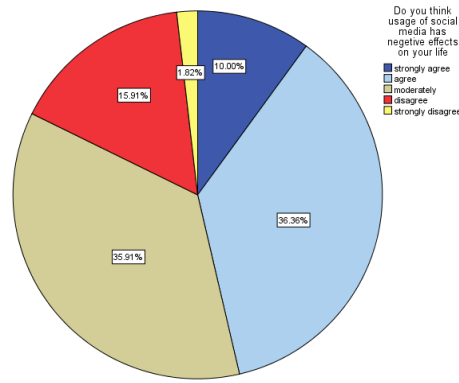
Respondents are happy and satisfied with the privacy policy of social web and there may found some of the cases that create threat of security like data conversion etc, still most of the people feel secure connection and hence hypothesis is not rejected.

H7: There have significant feeling of insecurity and frustration with the social media.



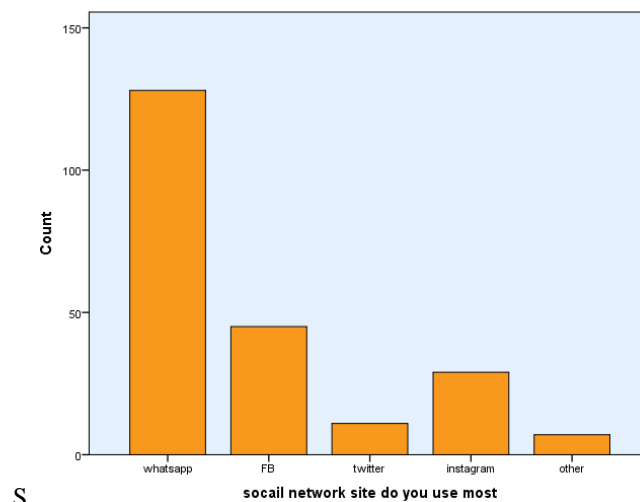
Feeling of update and happiness as well as motivation feel by the respondents and they are convenience with these feelings, hence hypothesis rejected.

H8: There is significant negative effects of social media on society and have some worst disadvantages.



People accepted that there has negative aspect of social media and some disadvantages like lesser physically active that create health problems like head ache, eye problems etc., it affect academic performance by distraction in their studies and so on ,time consuming elements include with it ,hence hypothesis is not rejected.

H9: There have some communication network that are much trendy and useful at this time.



Yes, hypothesis is not rejected, because Whatsapp and Facebook is mostly used by the Indian youth, because their features are easy to handling and both of the app have great coverage of the network in the India rather than another Apps.

5. Findings and Conclusion of the Study

Each aspect have two sides, and in the case of social media, even after some disadvantage, There have so many advantages like it is helpful for learning, update and as well as socially active. Most of the person has connected with the long duration, and they are already aware of social media and their families too. Advantages like information sharing work quickly, learning

became an easy task now, find out the dear once, and that's why the choice of social media became essential for today's lifestyle of youth. Puberty flock of graduate and post-graduate also use social media, and they are satisfied with its privacy policy too. They feel socially update, joyful, and motivated. While they are accepting some of the disadvantages as due to because of other users of social media, they have possibilities of less physically active results, health problems like headaches, etc. Somehow it is a time-consuming and reduced focus on studies; it also has a con that it is one of the reasons to reduce social gatherings and meetings in the group; still, it is an integral part of the life of the Indian youth.

6. Recommendation of the Study

Need to focus on enabling hypermedia as much productive by providing study content. Published social media content may belong to the syllabus of universities. We can add culture and heritage knowledge in the way of entertainment, on social media. Study recommendation knowledge of numerous aspects like national and international scenarios will need to provide on social platforms .limitation of time for the use of social media is also helpful to reduce the disadvantage of social media. These solutions will help to overcome the weaknesses of it, as well as the energy of youth can divert positively too. Security and political issues of the country, because in India, it just a new part of a lifestyle that is inseparable, we need to develop it in a better way by applying some restrictions on content delivery and provide ultimate skill development programs on social media.

The Implication of the Study

Study will be useful for companies to improve information technology and government too, how to use social media for the bright future of the youth. Focus on the new updating and availability of the social media campaign for social reforms, with some restrictions on content delivery and provide ultimate skill development programs on social media.

7. Limitations

Research conducted in the Madhya Pradesh area and most of the sample drawn from Ujjain and Indore city. That is why it is not able to present all the geographical regions in India accurately. The sample was drawn from town, and that's why not able to represent rural areas accurately.

8. Key References

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