

# **An empirical study on Positive & Negative Impact of Social Media on Society – w.r.t Google, You Tube and Watsapp**

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## **1.0 INTRODUCTION**

Society and Media are interrelated. The extensive impact of media on society can be easily observed these days. Technology is playing a vital role, paving way for the media to expand its domain and in enhancing the thoughts and ideas of people. Our society welcomed every advancement in the technology, right from yester year's printing press to today's data analytics and also ready to accept the artificial intelligence in the coming era. Media is also transforming from traditional approach to modern approach. Today information is available to the public at their fingertips through smart phones or tabs. Media is making use of digital platforms such as Google, YouTube, Watsapp, Facebook, Twitter, MySpace and these platforms opened the doors of society's thoughts, ideas and enhanced the imagination, expectation and creativity.

Social Media is becoming more popular among both urban and rural areas. Radio played a vital role in rural areas by bringing awareness on many programmes and educating the rural people on health, savings, marital relations, importance of education, and prominence to girl child and so on. Radio brought in imagination among the people and created thoughts in the mind through various programmes. Next is Television, which has shown much impact on the society as a T.V. can bring incidents in front of the people and make them to watch. This shifts people from imagination to reality.

The beginning of millennium changed the approach of T.V. from Government Channels such as Doordarshan to Cable operations (private). This increased the domain of programmes, which were limited from Doordarshan. This paved way for much impact on the viewers i.e., society, in turn. It has both positive and negative repercussions.

Till 2010, the media platforms were limited at the disposal of public. Mobile phones were serving with limited facilities till recent past. The advent of smart phones with internet connectivity has entirely changed the face of mobile usage with the users. Today the entire world can be seen in a mobile. The media platforms such as Google, You tube and Watsapp is creating a new world to the users, taking them away from reality most of the times.

The usage of watsapp has become most common irrespective of age group and necessity. The personal relation of the persons is less in percentage, when compared to watsapp relation now a days. This is one of the most observed trend among the people in the present era.

In addition to Google, usage of other media platforms such as Youtube and Watsapp is increased in our daily lives. Hence, there is a need to focus on the positive and negative impact of these platforms and for the purpose of the study, the literature review will give insights to elevate the study and attain the purpose of study.

## 2.0 REVIEW OF LITERATURE

S No.	Author (s)	Year	Conclusion from literature review
1	Vidyashri et al,	2017	The authors opined that the majority of the youth are attracted towards the technology associated with the media platforms such as watsapp, twitter, etc., in downloading music, games, videos and movies.
2.	Shabnoor Siddiqui and Tajinder Singh	2016	From the literature it is opined that the usage of technology has become a routine feature and the social media has become a part of life, along with other works. The focus is more towards the information in watsapp, which is sometimes leading to system failure.
3.	Annapoorna Shetty and Sawad Hyder	2015	The authors focussed on the trust with the information provided by the media to the public and the repercussions of such information, when they believe and put into action, which may have either positive or negative impact.
4.	Nia Crawford and Loebig	2015	The researchers opined that the affect of social media on youth is like a coin which has useful and harmful impact. It helps the youngsters to flourish, at the same time grab downward, hence youth should take care of using social media in their lives.
5.	Dr.Pooja Deshmukh and Prof.Sayali Deshmukh	2014	It is emphasized on the awareness levels on the usage of social media by the users and their understanding levels and also stressed on the issues discussed over social networking sites.

From the above review of literature, it is opined that the usage of social media has become a routine in their lives, sometimes the information leading to system failure, the trustworthiness of the information matter, as it may lead to good or bad repercussions on youth which may elevate them or grab them downward. The awareness and understanding of social media is the need of the hour today.

### 3.0 RESEARCH GAP

The above literature review emphasized on the usage of social media, awareness and understanding the social media platforms by the youth and the trustworthiness of the information provided. The focus was more given to technology advancement and its resulted in development of social media platforms. Hence, this study emphasizes on the impact of social media – both positive and negative w.r.t. usage of Google, Youtube and Whatsapp.

### 4.0 STATEMENT OF THE PROBLEM

The study takes into consideration the impact of social media on youth focussing on select platforms such as Google, Youtube and Whatsapp. The positive and negative impact is studied as a coin has both sides. This gives us a better understanding of the situation prevailing among the users of social media.

### 5.0 OBJECTIVES OF THE STUDY

Based on the research gap and the statement of problem, the following objectives are laid down for the purpose of the study.

1. To study various social media platforms available in the society and its frequency of usage.
2. To analyse the impact of social media on public w.r.t Google, Youtube and Whatsapp.

### 6.0 RESEARCH METHODOLOGY

Nature of Research	Descriptive and Analytical
Data Collection	Primary & Secondary
Sample Size	184
Sampling Method	Convenience Sampling
Statistical Tools	Descriptive : Mean & S.D. Analytical : ANOVA (ONE WAY)
Procedure of Testing	Framing Hypothesis and Testing the hypothesis by applying analytical tools

## 7.0 HYPOTHESIS

H01: Social media is showing impact in a positive way on employees, businessmen and others (students & home makers) .

H02: Among the social media users, youth occupy a major space.

H03: The social media platforms often attract and mislead the users with fake information.

H04: Google is serving the all groups of society.by making information available 24/7.

H05: Google, Youtube and Watspp are influencing our lives more than our people around us.

H06: Youtube is facilitating with more information in cooking, astrology, celebrities news, education information, climatic conditions and so on.

H07: Awareness among the public on the usage of social media its application in a right way brings benefits to the economy as a whole.

H08: The big data analytics and artificial intelligence era may bring tremendous changes in the application of smart phones and the social media platforms.

H09: Human relations are often getting affected by the users of social media with the essence of messages and information posted or forwarded to others.

H010: The impact of advertisements, messages and clippings of social media is more on the children of age between 5 to 15 years.

## 8.0 SCOPE OF THE STUDY

The scope of the study is confined to the select social media platforms such as Google, Youtube and Watsapp. The impact is studied only taking into consideration only select parameters. Further, the study is confined to respondents of Hyderabad only.

## 9.0 USAGE OF SOCIAL MEDIA SITES

**1. GOOGLE:** In 2019, Internet penetration in India accelerated, like never before as per the annual reports released by “ Year In Search – India Report. The report also stated that, there are 350 million users connected to internet and using Google and they are consuming on an average of 8 GB mobile data per month. Spurred by affordable data and smart phones, India is coming online at an unprecedented pace. It is estimated that by the end of 2020, more than 650 million people in India will be connected to internet and use Google.

**2. YOUTUBE:** Google-owned Youtube, during 2019 announced that India was its largest and fastest growing audience in the world with more than 265 million monthly active users. Youtube today has become the first choice for users to consume content, whether it is of information or entertainment.

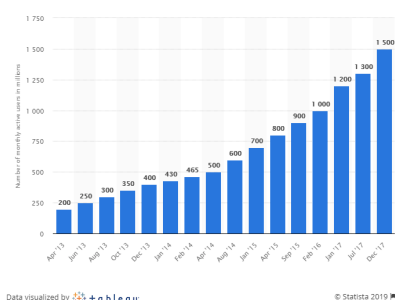
Fig 1.0

YOU TUBE VIEWERS IN INDIA (YEAR-WISE)

Year	Youtube viewers (in millions)	% of Digital Video Viewers
2020	308.7	93.4
2019	271.9	93.5
2018	229.2	93.5

Source: Secondary Data

From the above figure, it is observed that the viewers of Youtube is certainly increased in 2020, when compared to 2019 and 2018 while the digital video viewers are 93.5 each in 2019 and 2018 and only reduced by 0.01 ie., 93.4% in 2020. This shows that there is very minute change in the digital video viewers.



**3. WATSAPP:** The usage of Whatsapp started with multi-media message later in the same year released on Android and from that point Whatsapp marched to ubiquitous status. By the end of 2019, there are 350 million users of Whatsapp.

## 10.0 Data Analysis

### I. Demographic Profile

#### 1. Gender

Table No.1

Gender	No.of respondents	Percentage
Male	98	53.20
Female	86	46.80
Total	184	100.00

Source: Primary

#### 2. Age Group

Table No.2

Age Group	No. of respondents	Percentage
15-25	87	47.28
25-35	58	31.52
35-45	19	10.33
45 & Above	20	10.87
Total	184	100.00

Source: Primary

#### 3. Occupation

Table No.3

Occupation	No. of respondents	Percentage
Employment	61	33.15
Business	49	26.63
Others	74	40.22
Total	184	100.00

Source: Primary

## II. Respondents views (184)

4. Social media is showing impact in a positive way on employees, businessmen and others (students & home makers) .

Occupation	S.A.	A	N	DA	SDA	Total
Employment	25	20	10	6	5	86
Business	34	18	05	12	7	76
Others	40	6	3	2	1	22
Total	89	44	18	20	13	184

Source: Primary Data

5. Among the social media users, youth occupy a major space.

Age Group	S.A.	A	N	DA	SDA	Total
15-25	39	19	5	5	8	76
25-35	20	11	6	3	4	44
35-45	12	13	4	2	1	32
45 & Above	7	16	6	1	2	32
Total	78	59	21	11	15	184

Source: Primary Data

6. The social media platforms often attract and mislead the users with fake information.

Occupation	S.A.	A	N	DA	SDA	Total
Employment	28	18	12	8	4	70
Business	24	9	10	4	3	60
Others	39	6	4	4	1	54
Total	91	33	36	16	8	184

Source: Primary Data

7. Google is serving the all groups of society.by making information available 24/7.

Age Group	S.A.	A	N	DA	SDA	Total
15-25	45	32	5	4	2	88
25-35	31	12	2	3	3	51
35-45	12	7	3	4	1	27
45 & Above	9	5	1	2	1	18
Total	97	56	11	13	7	184

Source: Primary Data

8. Google, YouTube and Watspp are influencing our lives more than our people around us.

Occupation	S.A.	A	N	DA	SDA	Total
Employment	76	27	8	2	2	115
Business	21	10	9	2	1	43
Others	15	5	4	1	1	26
Total	112	42	21	5	4	184

Source: Primary Data

9. Youtube is facilitating with more information in cooking, astrology, celebrities news, education information, climatic conditions, and politics.

Age Group	S.A.	A	N	DA	SDA	Total
15-25	28	36	11	3	1	79
25-35	21	21	9	2	2	55
35-45	11	12	4	1	1	29
45 & Above	8	5	5	1	2	21
Total	68	74	29	7	6	184

Source: Primary Data

10. Awareness among the public on the usage of social media its application in a right way brings benefits to the economy as a whole.

Occupation	S.A.	A	N	DA	SDA	Total
Employment	21	19	29	11	6	86
Business	27	14	17	2	5	65
Others	8	8	5	8	4	33
Total	56	41	51	21	15	184

Source: Primary Data

11. The big data analytics and artificial intelligence era may bring tremendous changes in the application of smart phones and the social media platforms.

Occupation	S.A.	A	N	DA	SDA	Total
Employment	26	31	21	2	1	81
Business	27	12	27	1	1	68
Others	11	11	10	2	1	35
Total	64	54	58	5	3	184

Source: Primary Data

12. Human relations are often getting affected by the users of social media with the essence of messages and information posted or forwarded to others.

Gender	S.A.	A	N	DA	SDA	Total
Male	59	17	15	9	9	109
Female	37	21	6	8	3	75
Total	96	38	21	17	12	184

Source: Primary Data

13. The impact of advertisements, messages and clippings of social media is more on the children of age between 5 to 15 years.

Age Group	S.A.	A	N	DA	SDA	Total
15-25	47	20	8	6	4	85
25-35	20	12	6	4	3	45
35-45	12	6	3	3	2	26
45 & Above	14	2	2	7	3	28



Total	93	40	19	20	12	184
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Source: Primary Data

### 11.0 Key Findings of the study

Based on the data analysis, the followings findings constitute the study.

1. Of 184 respondents, Male are 53.2% and Female are 46.8%.
2. Of 184 respondents, it is observed that, respondents of age group 15-25 are 47.28% followed by age group 25-35 are 31.52%. The remaining age group respondents are around 10.33% and 10.34%..
3. Based on occupation, of 184 respondents, Others (Students, Home makers) occupy 40.22% which is higher than Employees 33.15%, followed by Businessmen only 26.63%.

**ANOVA** – (One Way Classification is applied to analyse the views of 184 respondents based on their gender, age and occupation in relation to their views on Social Media platforms such as Google, You Tube and Watsapp).

S No.	Hypothesis	Calculated 'F' value	Critical Value @ d.f.4	Accept/Reject Criterion
4.	Social media is showing impact in a positive way on employees, businessmen and others (students & home makers)	2.78	3.478	Accept the null Hypothesis
5.	Among the social media users, youth occupy a major space.	3.97	3.055	Reject the null Hypothesis
6.	The social media platforms often attract and mislead the users with fake information.	2.68	3.068	Accept the null Hypothesis
7.	Google is serving the all groups of society.by making information available 24/7.	2.96	3.048	Accept the null Hypothesis
8.	Google, YouTube and Watsapp are influencing our lives more than our people around us	3.41	4.025	Accept the null Hypothesis
9.	YouTube is facilitating with more information in cooking, astrology, celebrities news, education information, climatic conditions, and politics.	2.56	3.055	Accept the null Hypothesis
10.	Awareness among the public on the usage of social media its application in a right way brings benefits to the economy as a whole.	3.28	3.478	Reject the null Hypothesis

11.	The big data analytics and artificial intelligence era may bring tremendous changes in the application of smart phones and the social media platforms.	5.78	3.562	Reject the null Hypothesis
12.	Human relations are often getting affected by the users of social media with the essence of messages and information posted or forwarded to others.	3.01	3.478	Accept the null Hypothesis
13.	The impact of advertisements, messages and clippings of social media is more on the children of age between 5 to 15 years.	2.96	3.055	Accept the null Hypothesis

## 12.0 CONCLUSION

Based on the findings, the following conclusion are drawn

On par with technology, the social media platforms are also getting updated with features which are making us to visit the entire world. The information availability has become most common feature among our lives and making easier to know the unknown. The impact of social media has to be analysed from both positive and negative aspects.

The positive impact of social media platforms are as follows:

1. Google platform is doing a best job in imparting information irrespective of the age group and occupation of the people in society. It continuously serving with lot of information to the needy whenever we approach at its rescue. Google can be called as “Mother” because it never gets impatient in serving to its people, as a mother serves its children whole life.
2. You Tube is offering the best services by providing information on a wide range covering education, politics, recipes of various dishes (both veg-non-veg), astrological suggestions by the experts in the respective field, lectures on natural therapy, diseases and other health issues and so on.

In one way, You Tube is acting as a teacher to the people all over the world, as it imparting information on the unknown problems and bringing knowledge on the known issues/problems.

3. Whatsapp has become our family member in the recent years. In fact, it is more than a family member, say, a VIP. Since morning, rising from the bed, again till we go to bed, it will be with us only, serving our information needs, like a soul mate. No doubt, Whatsapp is bringing many people together, sometimes our school friends, childhood friends and many. Wishing on birthdays, marriage anniversaries, condolences and any other information which shows impact on our lives, Whatsapp is providing. It keeps us engaged all the times and serves as a best time-pass element when we are alone.

The negative impact of social media platforms are as follows:

1. All the information provided by the Google cannot be taken as official/genuine data, particularly when we need authenticated figures/information.
2. Sometimes, YouTube provides fake information which misleads the users to take wrong decisions or come to wrong conclusions and may pass on this information to others.
3. The information provided by YouTube cannot be taken for granted in all situations, mostly in the cases viz., political news, flash news and news on celebrities and alike.
4. Whatsapp is a big threat, particularly in case of making and meeting online friends. There are many instances, where people ended their lives with online friendship with the strangers.
5. Whatsapp is widening the distance between human relations, as many of us will be chatting on Whatsapp, keeping aside our own family members or friends physically.
6. Today's generation is giving much prominence to virtual relations rather than real relations with their family or friends.

As it is observed from the above mentioned positive and negative impact of social media on society, it can be further concluded that, the usage of any platform should be based on the need and requirement, but not making it mandatory for every purpose.

### **13.0 SUGGESTIONS**

1. A social media platform should be used for the purpose of seeking information for the benefit of individuals, groups or institutions.
2. Awareness should be created among the youth on usage and application of social media platforms, which should lead to enhance their knowledge on productive aspects, rather than unproductive, unethical and anti-social aspects.
3. Subscribers of YouTube should subscribe only for those programmes which has some usage, message and moral. This is the only way to minimize fake videos and lectures.
4. Usage of Whatsapp should be minimized among all the age groups among the families.

5. Awareness should be created to both genders and to all age groups about various social media platforms, its usage and its application to the society.
6. Last, but not least, Social media platforms should depend on us for its usage in a proper way, but we should not depend on them for the survival of our lives.

## 14.0 SCOPE FOR FURTHER RESEARCH

Information availability has become a continuous phenomenon with the advent of technology and its advancement on marathon race. This is paving way for the development of social media platforms and showing a great impact on the society irrespective of gender, age and occupation. Research scholars are not exception to this trend. Hence, there is a much scope for the research scholars to pursue research on the impact of social media on society in various ways such as “SWOT Analysis of Social Media Platforms”, “Issues and Challenges from Big Data to Social Media” and “Transformation of Social Media role with the advent of Artificial Intelligence” and so on.

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