PSYCHOLOGICAL IMPACT OF SOCIAL MEDIA ON SOCIAL INTERACTION AMONG THE YOUTHS IN ERODE

S. Kalaivani*   Dr.A.G.Sudha**
*Ph.D. Research Scholar, Bharathiar University, Coimbatore.
**Associate Professor, Velalar College of Engineering and Technology, Erode.

Abstract
In today's fast moving world, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and current issues like abuse of human rights, education, unfavorable effects of global warming, wrong performance of political leaders, crime against women, corruption etc. need to be discussed openly with the society in an effort to do something about it and bring a revolution. Social media provide a platform for discussion on such issues. One such burning issue that has been unseen in today's picture is the impact of social media in the varying attitude of the youth. So, the researcher has mainly focused to examine the impact of social media among youths on their social interaction activities in Erode city. For this, 115 youths were selected by the random sampling method who belongs to students, employee both in government and private sector, business people and house maker also. A structured questionnaire was prepared consists of personal details and 5 point likert scalling techniques used in the statements related to impact of social media on social interaction. Percentage analysis, mean score analysis, standard deviation and Anova analysis has been used in this research. The results found that 22-25 years aged respondents are highly impacted psychologically in using social media on social interaction activities. So, the youths are carefully use the social media like viewing necessary information only and avoid unnecessary information, avoid unwanted videos and don't make angry the unnecessary postings.

Keywords : Social Media, Youths, Psychological Impact, Social Interaction.

Introduction
Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, and share content, video call among much other functionality it offers to its users. For a person to be a member of any social media, he or she has to first signup and then sign in to access content and be able to share and chat with other users of that social media platform. Some of the common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snapchat many among others.

Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these social sites impact the lives of our youth in a society a great deal in terms of morals, behavior and even education-wise. The use of social media has both negative and positive impacts on youths today. These impacts are both positive and negative. The positive impacts of social media on the youth today include making them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings.

It bridges the gap between friends since a person say in India can network and interact with his or her friend in the United States. This in turn helps in strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world. Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for the unemployed youths. From the many interviews carried daily, youths say that social media platforms make their lives enjoyable, efficient and easier and has also become their lifestyle.

Even though social media sites seem to connect more people and make them stay up to date, it leads to isolation socially. It reduces the number of face-to-face interactions amongst the youths because they normally spend most of their time on these online social platforms. An evaluation from a number of studies done by various scientists show that social isolation can cause a number of effects such as physical, emotional, mental and psychological issues in these youths. This can in turn lead to depression, anxiety and many other problems. It also leads to misspelling of words and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact more so on students because it affects their language capabilities directly and this lead to poor grades in languages.

Spending long hours chatting in social media sites also decreases productivity amongst the youths. This in turn causes the youths not to be self-dependent and instead depend on their parents and families for upkeep. The long hours wasted online on social media can be channeled to productive activities that can enable one earn a living or even acquire an education for instance through online tutorials and make good use of online research materials.

Review of Literature
Velga Vevere, (2015) found that the negative factors came forth the loss of privacy, the over communicativeness, social alienation and dependency issues. Also, the researcher noted that such philosophical themes as the loss of individuality and leveling, the crowd as untruth, the noise and construction of parallel social reality and the anonymity. Vijaya Kumar and Hema, (2015) discussed in their research that the overuse of these social media sites on a daily basis had many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people in person. The parents should check and balance on their children when they use the internet. Kavitha and Bhuvaneswari, (2016) attempted in their research that social media was having a major impact on the personality development of millennials. Overcoming the negative impact on Social media, it should be using the medium in a constructive way by the millennials. Vishranti Raut and Prafulla Patil, (2016) discussed in their research that the ease and speed with which users can upload pictures, videos or stories had resulted in a greater amount of sharing of creative works. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites.

Statement of the Problem
Earlier people supposed in keeping their data private but now they like going public and viewing wall posts, status updates, tweets and infact every excitement of their lives. In this way, people are themselves violating their privacy and liberty at the negotiation of publicizing intimate details so as to attract hundreds of online readers and even strangers. Now there is a sort of competition among the youths to pose themselves as most favorite and famous person on internet. So, the effort, time and focus people spend on creating their position and popularity rate. When these social media started, youths got immediately paying attention towards them as they found it very convenient to develop their social circle, chat with other teenagers, share their personal photos and see others data too lacking of any security alert. No hesitation these social media provides employment, marketing, personal growth, sharing of information but the most prevalent hazard through often involves online individuals. One side these sites provide to be in touch with their dear ones on the other side it creates platform for many cyber crimes. In this research, the researcher focused on the impact of social media among the youths on social interaction in Erode city.

Research Aim
The specific objectives of the study are as follows.
1. To study the socio-demographic profile of the college students in Erode city.
2. To examine the impact of social media on social interaction among the sample respondents.
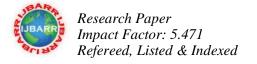
Sampling Design And Size
The present study intends to examine the impact of social media on social interaction among the youths in Erode city. The primary data have been collected through the survey method with a structured questionnaire. The required primary data for the present study were collected from 115 youths by using random sampling method. The collected data were organized into simple tabular forms with the help of simple statistical tools like percentage analysis, mean score analysis, standard deviation, Anova analysis and Correlation analysis.

Results and Discussion: This section has clearly explained about the impact of social media on social interaction among the youths in Erode city. The results and discussions are given below.

Types of Impacts of Social Media
The pervasiveness of social media estimated to increase to over three billion users worldwide in 2017 warrants an examination of how these relatively new communication methods affect the users mentally, physically, politically, economically, socially and technologically. Every impact is having three statements and the various types of impacts are discussed in the following table.

No.	Impacts	Mean Score	SD	Rank
1	Psychologically	4.4	0.89	1
2	Physically	4.2	0.45	3
3	Politically	3.9	0.37	5
4	Economically	4.1	0.21	4
5	Socially	4.2	0.91	3
6	Technologically	4.3	0.36	2

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From the above table, it is identified that the youths are highly impacted psychologically in using social media with the mean score of 4.4 points. It is followed by the youths are highly impacted technologically, socially, physically, economically and politically with the mean score of 4.3, 4.2, 4.2, 4.1 and 3.9 points respectively. So, from the analysis, majority of the respondents are highly impacted psychologically in using social media. Hence, in this research, the researcher has selected the psychological impact of social media on social interaction among the youth in Erode city.

Socio-Demographic Profile of the Youths and their Impact of Social Media on Social Interaction Psychologically
The following table shows the socio-demographic profile of the Youths in Erode city.

Table 2: Gender of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Gender	No. of Respondents	%	Mean Score
1	Male	78	67.8	4.2
2	Female	37	32.2	3.9
	Total	**115**	**100.0**	

It is noted from the analysis that 67.8 percent of the respondents are male and remaining 32.2 percent of the respondents are female. The mean score analysis noticed that male youths are impacted more psychologically on social interaction activities through the social media than female youths.

Table 1: Age of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Age	No. of Respondents	%	Mean Score
1	18-21 Years	28	24.3	3.8
2	22-25 Years	60	52.2	4.2
3	26-30 Years	27	23.5	3.9
	Total	**115**	**100.0**	

It is noted from the analysis that 24.3 percent of the respondents belongs 18-21 years age category, 52.2 percent of the youths belongs 22 to 25 years aged and 23.5 percent belongs 26-30 years aged. Also, it is noted from the mean score analysis that between 22 and 25 years aged youths have impacted more psychologically in utilizing social media on social interaction activities.

Table 3: Educational Qualification of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Educational Qualification	No. of Respondents	%	Mean Score
1	School Level	22	18.7	3.9
2	College Level	56	48.6	4.4
3	Professional	37	32.7	4.2
	Total	**115**	**100.0**	

It is observed from the analysis that 18.7 percent of the respondents are educated till school level, 48.6 percent of the respondents are having college level education and 32.7 percent of the youths are professional. Further, from the mean score analysis that maximum of the youths are impacted psychologically by the social media on social interaction activities.

Table 4: Occupation of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Occupation	No. of Respondents	%	Mean Score
1	Govt. Employee	11	9.4	3.5
2	Private Employee	36	31.6	3.9
3	Business	50	43.7	4.3
4	Students & Housewife	18	15.3	3.8
	Total	**115**	**100.0**	

From the above table it is noted that 9.4 percent of the respondents are working as government employee, 31.6 percent of the respondents are working as private employee, 43.7 percent of the respondents are engaged in their business and remaining 15.3 percent of the respondents are students / housewife. From the mean score analysis, it is noted that the youths who engaged in business have impacted psychologically more on social interaction activities through the use of social media.

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Table 5: Monthly Income of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Monthly Income	No. of Respondents	%	Mean Score
1	Upto Rs.10,000	19	16.2	3.7
2	Rs. 10,001 to Rs. 20,000	40	34.7	4.1
3	Rs. 20,001 to Rs. 30,000	32	27.6	4.3
4	Above Rs.30,000	24	21.5	3.4
	Total	**115**	**100**	

From the above table it is noted that 16.2 percent of the respondents are earning upto Rs.10000 monthly, 34.7 percent of the respondents are earning Rs.10001 to 20000, 27.6 percent of the respondents are earning Rs.20001 to Rs.30000 and 21.5 percent of the respondents are earning above Rs.30000. Also, the respondents who earn monthly between Rs.10001 to Rs.30000 have more impacted psychologically in utilizing social media on social interaction activities.

Table 6: Marital Status of the Youths and Impact of Social Media on Social Interaction Psychologically

No.	Marital Status	No. of Respondents	%	Mean Score
1	Married	46	40.3	4.0
2	Unmarried	69	59.7	4.4
	Total	**115**	**100.0**	

It is noted from the analysis that 40.3 percent of the respondents are married and remaining 59.7 percent of the respondents are unmarried. Further, it is observed from the mean score analysis that unmarried respondents are highly impacted psychologically on social interaction activities through social media.

Impact of Social Media Psychologically on Social Interaction among the Youths (Anova Analysis)
In order to examine the relationship between selected independent variables of the youths and their psychological impact of social media on social interaction, a hypothesis framed and tested by using Anova analysis.

H_0 : The youths are psychological impacted equally in using social media on social interaction with respect to gender, age, educational qualification, occupation, monthly income and marital status.

Table 7: Psychologically Impact of Social Media on Social Interaction

No.	Variable Name	'F' Value	'p' Value	Result
1	Gender	9.562	0.000*	H_0 Rejected
2	Age	5.960	0.000*	H_0 Rejected
3	Educational Qualification	16.954	0.000*	H_0 Rejected
4	Monthly Income	2.540	0.134^{NS}	H_0 Accepted
5	Marital Status	6.877	0.000*	H_0 Rejected

Note : * - Sig. at 1% level

The Anova results inferred that among the five null hypotheses framed, one hypothesis is accepted due to not significant result. The rest four hypotheses are rejected due to significant result of Anova. It shows the youths are having equal level of impact psychologically in using social media on social interaction belongs to any one of the four income group level. On the other hand, the Anova result indicated that the youths are not equally impacted psychologically on social interaction in using social media with respect to their different categories of gender, age, educational qualification and marital status in Erode city.

Findings and Suggestions
1. It is found from the analysis that majority of the youths are psychologically impacted on social interaction activities in using social media in Erode city. Every impact has different impacts. But youths are having more detrimental effects psychologically in using social media like increases feelings of inadequacy, some show signs of social anhedonia, increases chances of becoming addicted, makes communicating in person difficult and results in anxiety and causes depression. So, it is recommended to the youths, they may use the social media effectively without affecting their mental abilities.
2. It brings from the percentage analysis that most of the youths belongs to male category, belongs to 22-25 years aged, college level educated, engaged in business activities, earn Rs.10001 to 20000 income category and unmarried.
3. From the mean score analysis, it is found that the respondents are psychologically impacted more on social interaction activities in using social media who belongs to male, between 22 and 25 years age category, college level educated,

engaged in business activities, earn monthly between Rs.20001 and Rs.30000 and unmarried. The below 22 years and above 25 years age category youths may carefully use the social media like viewing necessary information only and avoid unnecessary information, avoid unwanted videos and don't make angry the unnecessary postings.

4. It is found from the Anova test result that youths are having equal level of impact psychologically in using social media on social interaction belongs to any one of the four income group level. On the other hand, the result indicated that the youths are not equally impacted psychologically on social interaction in using social media with respect to their different categories of gender, age, educational qualification and marital status in Erode city.

Conclusion

Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, Instagram, gaming sites, and blogs. In order to make the right choices, youths must dig in and study well about the social media positives and negatives. One side, in education, teachers are able to easily collaborate and communicate with students and one another, students have easy, free access to resources online to help them learn and it leads improve the grades and absenteeism reduced. Politically, the social media helps to increase the voter participation and it facilitates political change. Further, social media allow people to communicate with friends and this increased online communication strengthens those relationships. On the other side, ie., detriment in education activities like cheating on school / college assignments, harm employee's productivity, insurance companies use information gleaned from social media that information determine eligibility and raise rates, enables the spread of false rumors and unreliable information, encourages amateur medical advice and self-diagnosis of health problems, which can be dangerous and life-threatening and children at higher risk for depression, low self-esteem, and eating disorders and more prone to feeling isolated and disconnected.

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