

Social Media: Boon or Bane for the Youngsters in Coimbatore Under Pandemic (Covid 19) Situations

Dr. (Mrs.) Elizabeth.A¹, (Mrs.) J.Jincy²

¹M.Com., MBA. M.Phil. B.Ed., PGDCA., Ph.D., Assistant Professor, Department of Commerce, Nirmala College for Women, Coimbatore

²M.Com. M.Phil. PGDCA., Research Scholar, Nirmala College for Women, Coimbatore

Abstract - The study sought to access youngster's use of social networking sites and to assess whether it's a boon or bane during pandemic (Covid 19) in Coimbatore. Questionnaire method is used to collect the data from the respondents and it was sent through Google forms. Out of 60 Questionnaires sent, 53 responded and their data were used for the study. Main Objective of the study was to determine whether the social media sites are boon or bane to the youngsters during pandemic (Covid 19). Percentage analysis was done using Micro soft Excel. The study revealed that 14% of the respondents have used social media for learning new things during pandemic, 12% of the respondents have used social networking sites to communicate with friends and relatives during pandemic as respondents met some major mental and health issues like Covid-19 infected, loss of close relatives by covid-19, fear of Covid- 19, loneliness, depression, etc. This study concluded that who used social networking sites properly derived more advantages, which showed a kind of addictiveness by watching all the time threatening news about covid -19 met with health issues. And so it was concluded that social media becomes a boon or bane depending upon the way by which it is used by users.

Index Terms - social media, Pandemic, SNS

INTRODUCTION

Nowadays people do not find time to meet others in person and to have direct communication with them, to search for files and books for reference, to wait for getting information or money, to play and talk with Siblings/ Neighbours, etc., at the same time Internet based life is developing quickly all through the world. So everyone is very much attracted by and attached with social media, because it's a venue for people to share their activities with family and friends. Facebook, Twitter, LinkedIn, YouTube, WhatsApp are some of the important social networking sites.

Hence the researcher made an attempt to study whether the social media is a boon or bane in pandemic (COVID 19) situation for the youngsters.

REVIEW OF LITERATURE

Jurena Sanchez Abrenica et.al (2020) in their study "Effects of social media on Academic Performance of High school students under pandemic situations". The main aim of the study was to find out the utilization of social networking sites, reason for using social media, and their preference. Binary logistic regression analysis and descriptive methods are used for the study. The researchers concluded that students are frequently using Facebook to connect families and friends. They used social media only for chatting with friends rather than doing school works. Therefore, this study concluded that social media provides negative effects. Anakha and Sreeya (2019) have focused to find "social media: boon or bane for the youngsters in Chennai. The researcher has focused on positive and negative impact of social media among the youngsters of the society. 1450 respondents are chosen for this study. Chi-square and ANNOVA are the statistical tools used for this study. The study revealed that social media is both a boon and the bane, because it's in the hands of usage of person. Maria Sagrario R Simbulan (2017) done their study on the title "Social networking: a boon or bane? -Student's perception on the role of social networking sites. The objective of the research was to find out students' SNS usage patterns, frequency of usage, awareness of risks, and attention from strangers. Statistical tool, Percentage analysis is used for the study. The researcher concluded that SNS provides positive effect on students, because it helps to balance their personal and academic life. Neeru Saini (2020) conducted a study on "Effect of social

networking sites on the quality of life of college students: A cross sectional study from a city in north India”. Chi-square test, Multi variable analysis are used for statistical analysis. From the study it was found that when compared to non-daily users of SNS, daily users are more satisfied with their classmates, because the way they handle the problems, their physical appearance and their accomplishment is totally different from non-daily users. The researcher concluded that social networking sites provide positive impact in the life of adolescents in India.

OBJECTIVES OF THE STUDY

1. To know the socio-demographic profile of the respondents
2. To identify the problems faced by youngsters while using the social media during pandemic (Covid 19)
3. To recognize the benefits of SNS during pandemic (Covid 19)
4. To find out the preferred social networking sites of the youngsters

METHODOLOGY

Coimbatore city has been considered as a study area. Youngsters of 18- above 25 (till 30) years from Coimbatore city were the population of the study. Out of 60 youngsters randomly chosen for the study only 53 Responses responded adequately filled and the collected from them was used for the study.

METHOD OF DATA COLLECTION AND TOOLS USED FOR THE STUDY

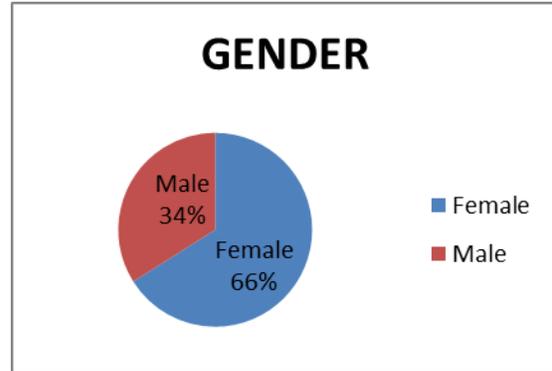
Simple random Sampling is used for this study. Data were collected through questionnaires. Questionnaires were distributed through Google forms to Employees, Job seekers, House wives, Professionals and Students. Percentage Analysis is the statistical tools used for the study.

ANALYSIS AND INTERPRETATION

OBJECTIVE 1 : To know the socio-demographic profile of the respondents

Table 1: The classification of respondents based on Gender

| Gender of the respondents | | |
|---------------------------|-----------------------|-------------|
| Gender | Number of Respondents | Percentage |
| Female | 35 | 66% |
| Male | 18 | 34% |
| TOTAL | 53 | 100% |



The table1 reveals that 66% of respondents belong to Female category, remaining 34% of the respondents belong to Male category. Majority of the Female Respondents were using Social Networking sites.

Table 2: Classification of respondents based on their Age

| Age of the respondents | | |
|------------------------|-----------------------|-------------|
| Age | Number of Respondents | Percentage |
| 18-20 | 4 | 8% |
| 21-23 | 36 | 68% |
| 24-25 | 5 | 9% |
| Above25 | 8 | 15% |
| TOTAL | 53 | 100% |

Source: Primary Data-2021

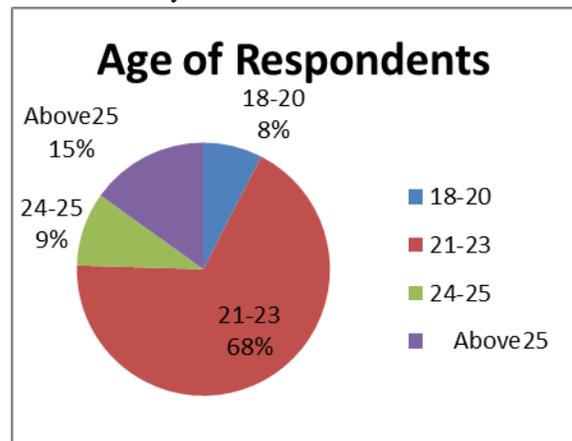


Figure2: The classification of the respondents based on their Age

The table and figure 2 shows that Majority (68%) of the respondents are in the age group of between 21-23 years, 15% of the respondents are Above 25, 9% of the

respondents are in the age group between 24-26 years, and 8% of the respondents are in the age group between 18-20 years in the study area.

Table 3: Classification of respondents based on their occupation.

| Occupational Status | | |
|---------------------|-----------------------|------------|
| Occupation | Number of Respondents | Percentage |
| Business | 2 | 4% |
| Employees | 23 | 43% |
| House wives | 3 | 6% |
| Job seekers | 10 | 19% |

| | | |
|---------------|----|------|
| Professionals | 3 | 6% |
| Students | 12 | 22% |
| TOTAL | 53 | 100% |

Source: Primary Data- 2021

The table 3 shows that 43% of the respondents are Employees, 22% of the respondents are Students, 19% of the respondents are Job seekers 6% each of the respondents are House wives and Professionals, 4% of the respondents are doing Business in the study area.

Objective 2: To identify the problems faced while using the social media during pandemic (Covid 19)

Table 4: Problems faced while using SNS during Pandemic (Covid 19)

| Problems faced while using social networking sites during Pandemic (Covid 19) | | | | | | | | |
|---|-----------------------|----|----|----|------------|----|-------|-----|
| Problems | Number of respondents | | | | | | | |
| | Yes | % | No | % | Some times | % | Total | % |
| Privacy issues | 19 | 36 | 21 | 40 | 13 | 24 | 53 | 100 |
| Cyberbullying and peer pressure | 8 | 15 | 30 | 57 | 15 | 28 | 53 | 100 |
| Disrupt sleep cycle | 20 | 38 | 17 | 32 | 16 | 30 | 53 | 100 |
| Sedentary lifestyle | 12 | 23 | 27 | 51 | 14 | 26 | 53 | 100 |
| It reduces grades in my education | 11 | 21 | 24 | 45 | 18 | 34 | 53 | 100 |
| More difficult to find a job | 9 | 17 | 30 | 57 | 14 | 26 | 53 | 100 |
| Spread unreliable or false information | 11 | 21 | 19 | 36 | 23 | 43 | 53 | 100 |
| Eye irritation | 25 | 47 | 6 | 11 | 22 | 42 | 53 | 100 |
| Headache | 29 | 55 | 3 | 6 | 21 | 39 | 53 | 100 |
| Body Pain | 25 | 47 | 9 | 17 | 19 | 36 | 53 | 100 |
| Depression | 20 | 38 | 10 | 19 | 23 | 43 | 53 | 100 |
| Loneliness | 23 | 42 | 8 | 15 | 22 | 43 | 53 | 100 |
| Self-harm | 15 | 28 | 18 | 34 | 20 | 38 | 53 | 100 |
| Suicidal thoughts | 12 | 23 | 25 | 47 | 16 | 30 | 53 | 100 |

Table 4 shows that 36% of the respondents have faced privacy issues while using SNS, 15% of the respondents have faced cyberbullying and peer pressure, 38% of the respondents faced disrupt sleep cycle, 23% of the respondents faced sedentary lifestyle, 21% of the respondents agree that SNS reduces their quality of education, 17% respondents have faced difficulty in finding the job, 43% of the respondents felt that false information is being speeded, 47% of the respondents had Eye irritation, 55% of the respondents had Headache, 47% of the respondents had body pain, 43% of the respondents felt Depressed, 43% of the respondents felt Loneliness, 38% of the respondents faced were up to self-harm, 23% of the respondents got suicidal thoughts

Objective 3: To recognize the benefits of SNS during pandemic (Covid 19)

Table 5: Benefits of SNS during Pandemic

| Benefits of SNS | | |
|---|-----------------------|------------|
| Helpful in pandemic situation | Number of respondents | Percentage |
| To communicate with friends and relatives | 12 | 24% |
| To earn Money | 3 | 6% |
| To entertain | 8 | 16% |
| To get relaxation | 5 | 10% |
| To improve efficiency | 5 | 10% |
| To learn something New | 14 | 28% |
| To share your own thoughts | 2 | 4% |
| All the Above | 1 | 2% |
| TOTAL | 50 | 100% |

Source: Primary data- 2021

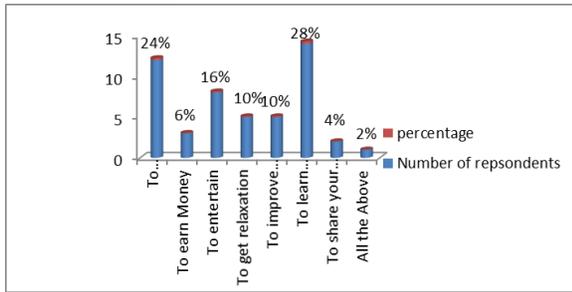


Figure5: Benefits of SNS during Pandemic

Table 5 and Figure 5 shows that 28% of the respondents felt that SNS help them learn new things during pandemic,24% of the respondents used SNS to communicate with their friends and relatives,16% of the respondents have used SNS as means of entertainment, 10% of the respondents have used SNS to get relaxation and to improve efficiency,6% of the respondents have used SNS to earn Money, 4% of the respondents used SNS to share their own thoughts,2% of the respondents used SNS for all the factors which are mentioned in the questionnaire.

Objective 4: To find out the preferred social networking sites of the youngsters

| Which Social Networking Site you preferred most? | | |
|--|-----------------------|------------|
| Most preferred SNS | Number of Respondents | Percentage |
| Facebook | 3 | 6% |
| Google+ | 3 | 6% |
| Instagram | 22 | 41% |
| LinkedIn | 1 | 2% |
| Reddit | 1 | 2% |
| WhatsApp | 12 | 22% |
| YouTube | 11 | 21% |
| TOTAL | 53 | 100% |

Source: Primary Data-2021

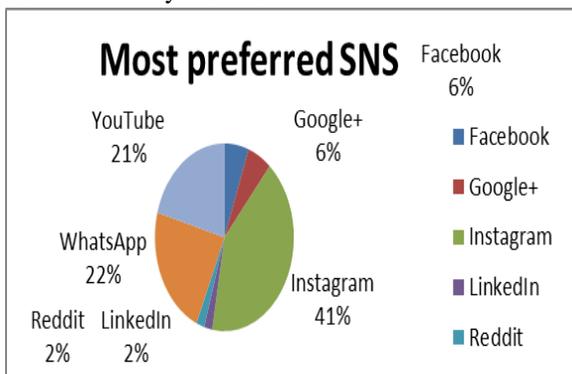


Figure 6: Most Preferred SNS

Table 6 shows that 41% of the respondents preferred Instagram, 22% of the respondents preferred whatsapp,21% of the respondents preferred YouTube, 6 % each of the respondents preferred Facebook and Google+, 2% each of the respondents preferred LinkedIn and Reddit.

CONCLUSION

Social Media has become part and parcel of our Life. Because in today’s world no individual can live not connected with at least one social networking site. Reasons for using SNS may vary from person to person but usage of SNS has become indispensable. Though Social Networking is very useful for the people during the Pandemic situation, as means of entertainment for few respondents, a motivational factor to do new things, mode of communication, it also has an adverse effect of leading to depression, Loneliness, Suicidal thoughts, some privacy issues etc., So this study concluded that Social Networking Sites are both boon and bane for the society depending upon the users and it is in the hands of users to derive maximum benefit by using it in a proper way.

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