

A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG USERS IN CHENNAI CITY

Dr. R.M. DURAIARASAN

Assistant Professor & Research Supervisor
PG & Research Department of Commerce
Patrician College of Arts and Science
Adyar, Chennai-600 020

Dr. M.RAMILA

Assistant Professor & Research Supervisor
PG & Research Department of Commerce
Guru Nanak College (Autonomous)
Velachery, Chennai-600 042

Abstract

This study examines the impact of social media usage among users in Chennai City, focusing on its influence on communication, behaviour, and lifestyle. The research adopts a descriptive design and is based on primary data collected from 103 respondents using a structured questionnaire. The findings reveal that young and educated users are the dominant social media users, with balanced gender representation. Social media is widely used for communication, information sharing, learning, and entertainment purposes. The results indicate that while social media has positive effects such as knowledge enhancement, connectivity, and professional growth, it also leads to negative outcomes like distraction, stress, and reduced productivity. Statistical analysis shows no significant difference based on gender and no strong relationship between age and social media behaviour. Overall, the study highlights that social media has a balanced impact, requiring responsible and controlled usage to maximize benefits and minimize risks.

Keywords: Social Media, User Behaviour, Communication Patterns, Digital Lifestyle

Introduction

In the modern digital era, social media has become an inseparable part of everyday life. The advancement of information and communication technology, along with widespread internet accessibility, has revolutionized the way people communicate, interact, and access information. Social media platforms such as Facebook, Instagram, WhatsApp, YouTube, have transformed traditional communication methods into fast, interactive, and user-driven systems. The impact of social media is multi-dimensional and affects individuals, businesses, and society as a whole. Socially, it has improved connectivity by allowing people to maintain relationships regardless of geographical distance. Families, friends, and colleagues can communicate instantly through messaging, video calls, and group discussions. It has also created opportunities for cultural exchange and social awareness campaigns. Economically, social media plays a crucial role in digital marketing, online branding, and e-commerce. Educationally, social media supports online learning, information sharing, and knowledge enhancement. It also enables networking opportunities for career development and professional growth. However, the impact of social media is not entirely positive. Excessive usage may lead to addiction, reduced productivity, cyberbullying, privacy concerns, and mental stress. The rapid spread of misinformation and fake news can also create social unrest and confusion. Over-dependence on virtual communication may weaken face-to-face interactions and affect interpersonal relationships. Thus, social media has both positive and negative implications. Its influence extends

beyond communication to economic activities, lifestyle patterns, social values, and consumer behavior. Understanding its overall impact is essential for promoting responsible usage and maximizing its benefits while minimizing its drawback.

Review of Literature

Hootsuite (2020) presented a global report on social media usage trends and digital communication. The report highlighted that the number of social media users has increased rapidly due to the widespread availability of smartphones and internet connectivity. According to the report, social media platforms are widely used for communication, entertainment, business promotion, and information sharing.

Chaffey (2019) analyzed the growing importance of social media in modern society. The study explained that social media platforms have become powerful tools for communication, marketing, education, and entertainment.

Ahmed and Qazi (2019) examined the impact of social media usage on society and communication patterns. The study found that social media platforms have significantly influenced the way individuals interact, share information, and express opinions. According to the researchers, social media provides opportunities for individuals to connect with others, learn new information, and participate in discussions. However, the study also highlighted that misuse of social media can lead to issues such as cyberbullying, misinformation, and addiction.

Thompson (2018) conducted a study on the broader social impact of social media in modern society. The research highlighted that social media platforms have become important tools for communication, education, entertainment, and social interaction. According to the study, individuals use social media to express opinions, share knowledge, and participate in discussions on various topics.

Statement of the Problem

The increasing adoption of social media has brought significant changes in communication methods, consumer habits, and economic activities. While social networking platforms provide improved connectivity, marketing opportunities, and easy access to information, they also raise serious concerns regarding addiction, misinformation, privacy issues, and reduced face-to-face interactions.

Objectives of the Study

- To examine the demographic profile of users who use social media platforms.
- To understand the effective effects of social media on users in Chennai city.
- To evaluate the role of social media in shaping social behaviour and relationships among users.

Scope of the Study

The scope of the study is confined to the geographical area of Chennai City. It includes users belonging to various age groups and individuals from different occupations such as students, employees, business owners, and professionals. The research focuses on analyzing social media usage in terms of frequency and duration, along with its impact on communication patterns and lifestyle changes. It also examines the influence of social media on consumer behaviour and business activities, as well as its socio-economic implications of digital engagement. The study primarily emphasizes

social and economic dimensions rather than exploring technical or psychological aspects in depth, thereby providing an indepth understanding of how social media influences urban users in Chennai city.

Research Methodology

The present study adopts a descriptive research design. It focuses on describing patterns of social media usage among citizens in Chennai City. This approach helps in understanding its influence on communication, relationships, and lifestyle. Data is collected through a structured questionnaire. The responses are analyzed using statistical tools such as percentage and descriptive analysis. This enables meaningful interpretation of the impact of social media.

Sampling Design

Sampling design refers to the method used to select respondents from the population. Due to time and cost constraints, a convenience sample is chosen for the present study. A proper sampling design ensures reliable and accurate results. In this study, respondents were selected based on the use of social media. Their opinions and experiences were collected for analysis. This helps in drawing valid conclusions about social media usage.

Population

Population refers to the total group relevant to the research study. In this study, it includes individual of Chennai City who use social media. Many individuals actively use platforms like Facebook, Instagram, and WhatsApp. These platforms are used for communication, entertainment, and information.

Sample

A sample is a subset selected from the population for the study. It represents the characteristics of the population. In this research, respondents were chosen from social media users in Chennai. They belong to different age groups, gender, education, and occupation. Data was collected using a structured questionnaire. This helps in understanding usage patterns and opinions.

Sample Size

Sample size refers to the number of respondents selected for the study. In this research, the sample size is 103 respondents. The selection was based on convenience sampling. Respondents were chosen based on availability and willingness. The sample represents active social media users in Chennai. The collected data is used for statistical analysis and interpretation.

DESCRIPTIVE STATISTICS

TABLE NO 1.9 EFFECTS OF SOCIAL MEDIA

DESCRIPTIVE STATISTICS					
	N	Minimum	Maximum	Mean	Std. Deviation

Social media helps me stay informed about current events and news.	103	1	5	3.96	1.111
Excessive use of social media affects my productivity in daily life.	103	1	5	3.51	1.145
Social media has a positive impact on my learning and knowledge.	103	1	5	3.71	1.234
I feel anxious or stressed when I spend too much time on social media.	103	1	5	3.52	1.153
Social media is a useful platform for professional growth and networking.	103	1	5	3.79	1.026
Using social media regularly distracts me from my academic/work Responsibilities .	103	1	5	3.50	1.119
social media helps me express my opinions freely.	103	1	5	3.65	1.054
I believe social media negatively affects mental health, especially among youth.	103	1	5	3.50	1.137
Social media provides entertainment and relaxation in my daily routine.	103	1	5	3.83	1.033

Overall, social media has more positive effects than negative effects on society.	103	1	5	3.40	1.166
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SOURCE: PRIMARY DATA

The majority of respondents believe social media to be a valuable resource for participation and information. The highest mean score (3.96) shows that social media greatly helps users in keeping up with news and current affairs. Positive perceptions of professional development and networking (Mean = 3.79) as well as entertainment and relaxing (Mean = 3.83) demonstrate the usefulness of social media in day-to-day living. The moderate mean score shows about a generally positive view toward social media's productive use is seen in its function in improving learning and knowledge (Mean = 3.71) and facilitating free expression of opinions (Mean = 3.65). And also for distraction from work or school obligations (Mean = 3.50), productivity loss (Mean = 3.51), and stress or worry from excessive use (Mean = 3.52) indicate awareness of its detrimental effects, respondents acknowledge concerns about mental health impacts among youth (Mean = 3.50). The relatively lower overall mean score (3.40) for social media having more positive than negative effects on society indicates a balanced but cautious perception, highlighting the

2. Findings from Descriptive Statistics

- The results show that respondents generally have a positive perception of social media, especially in staying informed, entertainment, and professional growth. At the same time, they are aware of its negative effects such as stress, distraction, and reduced productivity. Overall, respondents maintain a balanced and cautious view regarding the impact of social media.
- The findings indicate that social media has significantly changed communication patterns among users. It also influences relationships, opinions, and behaviour to a moderate extent. Respondents recognize both positive aspects like maintaining connections and negative aspects, such as reduced face-to-face interaction and misunderstandings. Overall, social media plays an important but carefully perceived role in shaping social behaviour.

Suggestions

- Users should practice responsible and controlled use of social media.
- Limit screen time to maintain a healthy balance between online and offline life.
- Use social media for education, learning, and skill development.
- Adopt time management to reduce distraction during work and study.
- Avoid excessive usage, especially at night, to protect mental health.
- Create awareness about both benefits and risks of social media.
- Focus on real-life relationships and avoid unhealthy comparisons.
- Encourage positive and informative content online.
- Parents, teachers, and government should promote digital literacy and safe usage.

- Maintain a proper balance for a healthy lifestyle.

Conclusion

The present study examines the impact of social media usage among commuters in Chennai city. The findings reveal that the majority of respondents are young and well-educated individuals, indicating higher usage among this group. The gender distribution is balanced, showing equal participation of males and females in social media usage. Most respondents are students, highlighting their active engagement with digital platforms. The study shows that social media is widely used for communication, information sharing, learning, and entertainment. Respondents generally have a positive perception, as social media helps them stay updated and supports professional and personal development. At the same time, they are aware of negative effects such as distraction, reduced productivity, and mental stress. The study also indicates that social media has significantly changed communication patterns and social interactions. It plays an important role in maintaining relationships, though it may reduce face-to-face communication. Further, social media influences behaviour, attitudes, and opinions, while sometimes leading to comparison and misunderstandings among users. Despite its advantages, respondents show a cautious approach towards its overall impact on society. The findings suggest that social media has both positive and negative implications on users' lives. Therefore, it is important to ensure responsible and balanced usage. Overall, the study concludes that social media is a powerful tool that should be used wisely to enhance benefits and minimize its adverse effects.

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