Social Media Analytics on Youth Students in Coimbatore City

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Abstract

Social media is an integral part of the daily lives of youth students in Coimbatore City. It makes a world global village and connect the people from all over the world. It increases its popularity in youth students especially in students of schools and colleges. For analysing the social media Analytics on students, a structured questionnaire was designed and by using simple random sampling, a sample of 500 youth students were selected from different schools and colleges. By using statistical analysis, result of the study illustrates that social media Analytics plays a vital role in providing education and career openings to the students. The relationship between the social media platforms and applications relating to learning purposes, entertainment purpose, career opportunities, health issues, chatting with friends, advertisement and promotional measures and education purposes are constructed with gender, age, social media sites and tie spent on using social media sites. The study also reveals the positive and negative Analytics on social media and how they affect the academic performance of the among youth students in Coimbatore City.

Keywords: Career Opportunities, Education, social media, Analytics, Youth students, online.

Introduction

Social media is a collection of different online applications i.e. Facebook, Twitter, WhatsApp, LinkedIn and YouTube etc. and websites that connect the youth students to share information and aware people about social media platforms through social networking. From the 21st century, social media and the usage of social media is increasing day by day gradually and still it is in progress. People belonging to different age categories use social media in their routine lifestyle. The development of information technology in social media has changed the standard of living of the youth students. Various applications and tools create different career opportunities to learn various things in worldwide. Youth students can connect with other people within seconds and share their ideas, views and they are able to give their comments through video conferencing.

Youth students of different culture can also able to know various issues running in the society and they too support it by providing various cultural documentaries youth students are using social media to gather information from different states and countries. Sometimes it can give both positive and negative impacts in education and career opportunities. Students are showing interest towards joining in different groups of Facebook and other social media platforms to interact and discuss about various issues running in the society. Social media also provides opportunities to seek career opportunities. Some concerns prefer their recruitment and selection through online social media platforms. Social media also promotes advertisement among youth students in Coimbatore City.

Positive Analytics of Social Media

Educational Benefits:
- Access to Information: Platforms such as YouTube, Khan Academy, and educational blogs provide supplementary learning resources, helping students understand complex topics.
- Collaboration and Communication: Tools like WhatsApp, Google Classroom, and Microsoft Teams facilitate group discussions, project collaborations, and communication between students and teachers.

Skill Development:
- Creative Skills: Social media platforms like Instagram, TikTok, and Pinterest encourage creativity through content creation, photography, and videography.
- Technical Skills: Students learn valuable technical skills such as coding, graphic design, and digital marketing through online tutorials and communities.

Social Interaction and Support:
- Connectivity: Social media helps students stay connected with friends and family, fostering relationships and community building.
- Support Networks: Online groups and forums provide emotional support and advice, helping students cope with personal and academic challenges.

Awareness and Engagement:
- Cultural Awareness: Exposure to diverse cultures and global issues enhances students' understanding and empathy towards different communities.
- Civic Engagement: Social media platforms can inspire and mobilize students to participate in social causes, environmental activism, and community service.

Negative Analytics on Social Media

Academic Distraction:
- Procrastination: Excessive use of social media can lead to procrastination, adversely affecting students' academic performance.
- Reduced Focus: Continuous notifications and the urge to stay updated can disrupt concentration during study hours.

Mental Health Issues:
- Anxiety and Depression: The pressure to maintain a certain image online and constant comparison with peers can lead to anxiety, depression, and low self-esteem.
- Cyberbullying: Exposure to cyberbullying can cause significant emotional distress and negatively impact mental health.

Physical Health Concerns:
- Sleep Deprivation: Late-night social media usage can result in inadequate sleep, affecting overall health and cognitive function.
- Sedentary Lifestyle: Prolonged periods of inactivity while using social media can contribute to obesity and other health problems.

Exposure to Inappropriate Content:
- Risk of Harmful Content: Without proper supervision, students might encounter inappropriate content, including violence, explicit material, and misinformation.
- Case Studies and Surveys

Local Surveys:
- Surveys conducted among youth students in Coimbatore reveal that while many appreciate the educational and social benefits of social media, a substantial number experience issues related to distraction and mental health.

Individual Case Studies:
- Case studies highlight that students who manage their social media usage effectively are able to harness its benefits, while those who do not tend to face more negative consequences.

Parental Guidance and Supervision:
- Monitoring and Education: Parents should monitor their children's social media usage and educate them about safe online practices.
- Setting Boundaries: Establishing time limits on social media use can help students balance their online and offline lives.

School Initiatives:
- Digital Literacy Programs: Schools should implement programs that teach responsible social media usage and digital citizenship.
- Counselling and Support: Providing access to counselling services can help students deal with issues related to social media.

Personal Strategies:
- Time Management: Students should practice good time management by setting specific goals for social media use and taking regular breaks.
- Engagement in Extracurricular Activities: Encouraging participation in sports, arts, and other hobbies can provide a healthy balance and reduce reliance on social media.

Objective of the Study
- To analyze the usage of social media on youth students in Coimbatore City.
- To identify the various social media platforms used by youth students.
- To know the impact of social media towards academic performance among youth.
- To understand the positive and negative Analytics of social media among youth in Coimbatore city.

Review of Literature

S.No.	Year	Author	Discussion	Reference
1	2024	Lawrence Robinson and Melinda Smith, M.A.	Many people in today's society rely on social media sites like Instagram, Facebook, Snapchat, YouTube, TikTok, X (previously Twitter), and YouTube to connect with one another. Even though each has advantages, it's crucial to keep in mind that social media will never be able to fully replace in-person human connection. Contrary to popular belief, social media is meant to unite people. However, spending too much time on it can actually increase feelings of loneliness and isolation as well as aggravate mental health issues like melancholy and anxiety.	Helpguide.org, June 4 2024.
2	2024	Hichang Cho et al.,	By providing a fresh theoretical framework for analyzing the conflicting Analytics of social media on users' cognitive and affective outcomes, this study significantly advances the field. For billions of people worldwide, social media has emerged as their main source of pleasure, social support, and knowledge. Its effect has been the subject of several research employing a variety of methodologies, theories, and concepts. We recommend more concentrated study efforts to expand our understanding of the intricate mechanisms behind the applications and impacts of emerging media.	Computer Human Behaviour. 2023 Sep; 146: 107795. Published online 2023 Apr 24.
3	2023	Testbook.com	Social media, when used successfully to address related concerns, can be a powerful tool for social change.Fixing accountability and acceptable speech limitations are needed in order to address this.When combined with a strong legal framework and responsible social media use, these factors will not only guarantee that all related issues are moderated but also enable social media to reach its full potential for improving both local and national communities.	https://testbook.com/ias-preparation/social-media-and-its-impact-on-society
4	2022	Miao Chen and Xin Xiao	Teachers who tend to overlook the possible psychological impacts of social media may find this review to be enlightening. They could be interested in learning more about the Analytics that students' developing negative self-images and emotions—as well as their excessive and obsessive usage of social media—have on them. Professional development programs, pre-service and in-service	Conceptual Analysis article Front. Psychol., 15 Sec. Educational

			teacher training, and everyone involved in student affairs will all be impacted.	Psychology Volume 13 - 2022
5	2021	Dragana Ostic et al.,	Social media use is linked to a number of issues that have a detrimental influence on psychological well-being, including social isolation and smartphone addiction. However, these Analytics can be mitigated if social media is used to promote and support relationships with both strong and weak ties. In fact, social media platforms provide a number of benefits, such as making it easier to communicate with loved ones, friends, and acquaintances as well as finding and connecting with others who have similar interests. To improve bridging social capital, it is crucial to tap into heterogeneous weak ties. This allows social media to provide access to a greater range of information sources and fresh resources.	Front. Psychol., 21 June 2021 Sec. Human-Media Interaction Volume 12 – 2021.

Research Methodology

In this study, around 500 youth students have been selected through simple random sample from different schools and colleges. A structured questionnaire was framed to collect primary data from the selected youth students in Coimbatore City. After collecting the primary data, descriptive statistics were measured by SPSS Statistical Package.

Table 1: Gender wise Analysis

S.No.	Variable	Gender		
		Boys	Girls	Total
1	Social media provide Learning Opportunities	**261**	239	500
2	Youth students uses social media for Entertainment	**286**	214	500
3	Social media provide Career Opportunities	**301**	199	500
4	Use of Social Media causes Health Issues	237	**263**	500
5	Social media is used for communicating with Friends	242	**258**	500
6	Social media is used for Advertisements and Promotional Measures	**294**	206	500
7	Social media is used for Education Purposes	226	**274**	500

From the above table no:1, it is interfered that majority of **261** boys prefer social media for learning opportunities, **286** boys prefer for entertainment purpose, **301** boys prefer for career opportunities and **294** boys prefer for advertisement and promotional measures. Majority of **263** girls prefer for health issues, **258** girls prefer for communicating with friends, and **274** girls for education purpose

Table 2: Age wise Analysis

S.No.	Variable	Age			
		17-18	19-20	Above 20	Total
1	Social media provide Learning Opportunities	108	173	**219**	500
2	Youth students uses social media for Entertainment	**211**	188	101	500
3	Social media provide Career Opportunities	**226**	112	162	500
4	Use of Social Media causes Health Issues	111	**263**	126	500
5	Social media is used for communicating with Friends	**279**	98	123	500
6	Social media is used for Advertisements and Promotional Measures	178	103	**219**	500

| 7 | Social media is used for Education Purposes | 107 | **278** | 115 | 500 |

From the above table no:2, it is identified that, in the age category of 17 years to 18 years, **211** youth students prefer social media for entertainment purpose, **226** youth students prefer for career opportunities, **279** youth students prefer social media for communicating with friends. Between 19 years to 20 years of age category, **263** youth students prefer for health issues, **278** youth students prefer for education purposes. In the age category of above 20 years, **219** youth students prefer for learning opportunities and **278** youth students prefer social media for education purposes.

Table 3: Favourite Social Media Sites

Social Media Sites	Frequency	Percentage (%)
Facebook	99	19.8
WhatsApp	**113**	22.6
Twitter	93	18.6
Instagram	104	20.8
LinkedIn	63	12.6
YouTube	28	5.6
Total	**500**	**100**

Table no: 3, states that majority of **113** youth students prefer WhatsApp as their favourite social media, followed by Instagram by **104** youth students, **99** youth students by Facebook, **93** youth students by Twitter, **63** youth students by LinkedIn and **28** youth students prefer YouTube as their favourite social media site.

Table 4: Time Spent on Social Media Sites Per Day

Time Spent on social media	Frequency	Percentage (%)
30 Minutes to 1 Hour	99	19.8
2 - 3 Hours	**212**	42.4
4 - 5 Hours	189	37.8
Total	**500**	**100**

Tableno: 4, presents majority of the **212** youth students spent 2 – 3 hours in using social media sites per day, followed by **189** youth students by 4 – 5 hours per day and **99** youth students by 30 minutes to 1 hour per day in using social media sites.

Table 5: Relationship between social media and academic performance

Variables		Social Media Usage	Academic Performance
Social Media Usage	Pearson Correlation	1	**.752**
	Sig. (2-tailed)		.003
	N	500	500
Academic Performance	Pearson Correlation	**.752**	1
	Sig. (2-tailed)	.003	
	N	500	500

**. Correlation is significant at the 0.01 level (2-tailed).

From table no:5, there is a strong and positive relationship between social media usage and academic performance to **0.01** level. It shows that the more usage of social media sites will results poor academic performance. Youth students should use the social media sites in limit, so it turns to good academic performance. The relationship shows both positive and negative Analytics on social media based on the usage of social media.

Recommendations

This research represents that, the social media Analytics on youth students plays an important role in the upcoming generation in their education, learning, entertainment and health issues. Youth

students also prefer for watching advertisements, promotions and communicating with their friends. It is recommended that usage of social media also Analytics the youth students by effecting health, culture and social norms. Based on the findings of the study, the following recommendations were presented.

- Usage of social media should be used for the healthy and positive purpose.
- Use of social media in informative way will reflect towards education, entertainment and learning purpose.
- Government has to give public awareness on banned, immoral websites and social media applications.
- Youth students are encouraged to use social media platforms to refer novels and their relevant academic books to improve their knowledge.
- The time spent on social media platforms should be restricted maximum of 2 hours should be permitted to the youth students' community.
- Youth students are encouraged to use social media websites for education, learning process and to better understanding on health-related issues instead of wasting their time on social networks.
- To protect the future of youth students, parents and teachers should check out what they actually are doing on social media platforms.
- The influence of social media Analytics on their academic performance should be educated to the youth students.
- Youth students should create a balance between chit chatting and academic activities. More attention should be directed to career opportunities.
- Social media platforms play a vital role in the part of advertisements and sales promotion.
- Many youth students have created accounts in Instagram, Facebook, LinkedIn, YouTube etc and started their own business and they are turning into entrepreneurs. It impacts the positive sign of social media.
- Some youth students show interest fully in the social media sites, so their academic performance, cultural and social norms are disturbed. It impacts the negative sign of social media.

Conclusion

It shows social media has replaced traditional media and directly influences youth students as their routine activity in the lives. The research also identifies the positive and negative Analytics of social media on youth students. The Analytics of social media on youth students in Coimbatore are multifaceted, offering both significant benefits and notable challenges. While social media can enhance education, skill development, and social interaction, it also poses risks such as academic distraction, mental health issues, and physical health concerns. A balanced approach involving parental guidance, school initiatives, and personal strategies is essential to maximize the positive impacts and mitigate the negative Analytics of social media on youth students. The study reveals the youth students spent more time on usage of social media platforms and applications. it also denotes that there is a strong relationship between social media and academic performance. Most of the youth students spares on entertainment purpose only. The Analytics of social media reflects both positive and negative signs proved with the correlation of usage of social media and academic performance. The more usage of social media among youth will reflects with poor academic performance and vice versa.

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