Research Paper　　　　　　　　**Computer Science**

Impact Analysis of Social Media on India

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ABSTRACT In this research paper we take a deeper understanding of the impact of social media in India. Social media like Facebook, Twitter, and WhatsApp has changed the way we communicate today. The focus of this paper is to find out different aspects of the user pertaining to the usage of social media. To find out the answers of the said questions an online/manual survey was conducted. I find out that most of the Indians do not reveal their identities due to social and cultural taboos, they spend much time on these new communicating media, and the purpose of using these media varied among users. By analyzing the impact of social media we can build a guide map for creating awareness among parents, society, and the community about the same.

KEYWORDS : social media, social networking sites

Introduction

Social networking websites like Facebook, WhatsApp, LinkedIn, Twitter, Skype, and YouTube are the most popular websites among Indian youth. According to the 2015 report published by Boston Consulting Group and Internet and Mobile Association of India there were about seven million Internet users in 2001 and this figure is about to cross 550 million in 2018. The social network users in India was 86.7 million in year 2013 which has grown to 197 million in year 2015[1]. According to the report, Facebook user base in the US will hit 123.1 million followed by India at 101.5 million. However, by 2017, India will have the largest mobile phone user base at 145.9 million followed by the US at 138.8 million. [2]. Therefore, it is very difficult to question the ubiquity of social media and demands immediate attention to this growing topic. The focus of this paper is to find out the negative impact of social media on the youth of India and tried to ascertain facts why Indian youths try to conceal facts while sharing information on this new media.

Many studies has been conducted to see and leverage the impact of social media on business but little has been done to analyze the negative impact of social media on individuals performance and behavior. The registered users of social media worldwide are about 2.3 billion and which is further increasing with high pace [3]. Keeping in view this huge population worldwide vis-a-vis India, the social networking sites like Facebook, Whatsapp, and Twitter are the most popular websites in India too[4]. Most of the matter available/shared on these social media is photographs, links, video clips, and textual information that social media users post to present an online self. While presenting on the social media it is usually desired to make a good impression on others, or an impression that corresponds to one's ideals [4]. Many researchers have already shown that online presentations particularly of teens is different in various ways, they usually project their gender identities. Gender identities mean their biological sex. It is very difficult to determine the internet user's biological sex. In this paper we will also focus about teenagers profile construction, textual self presentation, profile visibility, and others factors concerning self representation in social media sites [5].

[6] explains that people who are more extrovert are tend to be drawn to social networking sites. [6] also found that the men with greater degree of emotional instability were more regular users of social media sites. From the results of the survey conducted by KellyOCG it was found that 43% respondents out of 168,000 believe that the use of social media in the work place has negative impact on their productivity [7]. [8] also found that there is a negative relationship between class room grades and usage of any type of electronic media, or social media. [9] found that the heavy Facebook users students are with lower grade point average (GPA); although it cannot be said that social network usage is the cause for lower GPA, yet there is a relationship between social media usage and the GPA. Much of this negative impact is attributed due to the distractions that are crated for an individual while using social media.[10] and [11] disuccses the positive and negative impact of social media but [10] does not focus on the age group and [11] is silent about the cultural aspect.

This study is motivated by the fact there is no work has been carried out to analyze the impact of use of social media on young Indian's keeping in view their cultural, which is very different from the rest of the world and being the second largest user of social networking sites after United States.

Research methodology

As a first step data relevant to the research question has been collected through survey from different states of India. Survey is considered to be one of the most effective methods that can be used for a data collection of this type of research. A Survey can be utilized to gather different kinds of information from huge slice of the community in a quick and low cost form. However, it has some limitations: as people might be busy or unwilling to take it, or in some cases they intend to give positive answers to please the interviewer which leads to erroneous in the results. In order to handle this limitation, questions were addressed in an anonymous form. The survey was conducted using different means

- Manual Survey was conducted using printed forms which were distributed in educational institutes, universities.
- Online survey was conducted through websites and social media also.
- Online survey was conducted through emails which were sent to students of educational institutes.

In total 166 people responded back to the questionnaire. Out of this 166 people, 48% i.e., 80 responded through email, 41% i.e., 68 through social media and rest 11% i.e., 18 responded through manual survey. Out of 166, 71% 118 i.e., are females and rest 29% i.e., 48 are males. As per the global report from digital market measurement company comScore, 76% of women visiting social networking site versus 70% of men. Also, women spend more time on social media than men, with women averaging 5.5 hours per month compared to men's four hours [12] the participants of this survey are in the age group of 17 to 41.

Research Findings

Refer to the figure 1. As per this survey, WhatsApp is scored maximum followed by Facebook i.e., 39% of the users among the age group of the participants of this survey visits WhatsApp and 36% of the users of this survey visits Facebook. Also it has been observed that most of the Facebook users in India have shifted to WhatsApp. The third most visited site is Twitter. With reference to figure 2, that shows that most of the users about 80% used to visit social networking sites daily and they use social media heavily. Below 10% of the users in India use social media now and then.
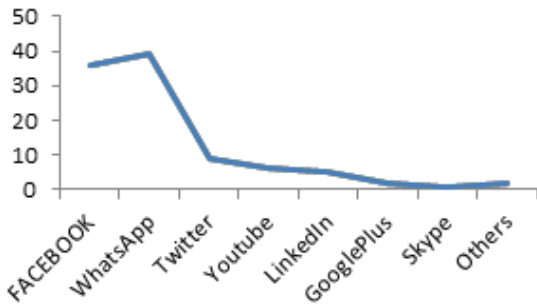
**Figure 1 Most Visited Social Media in India**
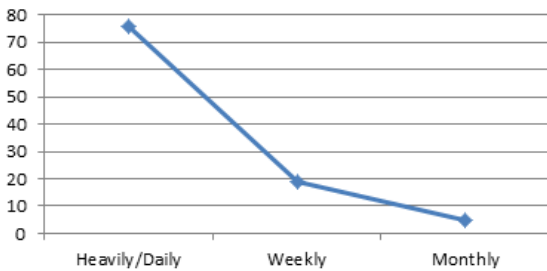
Figure 2 Frequency of visits on social media in India
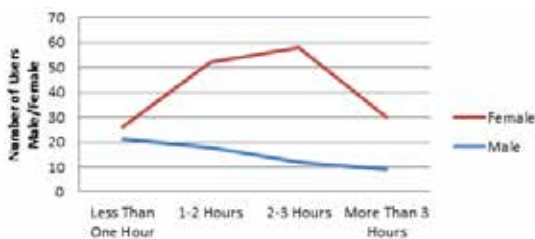
Figure 3 Time spend by users on social media

Refer to figure 3, I found that females in India spend more time on these social media as compared to men. Most of the females spend approximately 2 to 3 hours daily on these media. Also it has been observed that there is lots of difference between male and female users in India visiting social media and their time spending on social media. Female spend more time as compared to men on social media.

With the help of next figure, we would like to see the impact of social media on privacy. Privacy can be described as the integrity of the individual in contextual manner [13]. We can assume that privacy is being breached if personal information is available outside its intended context. Refer to figure 4, we observe that whooping 86% think that their privacy is being compromised by the social media. That questions the integrity, trust and faith on social media and further enforces us to do more research and development in this area.
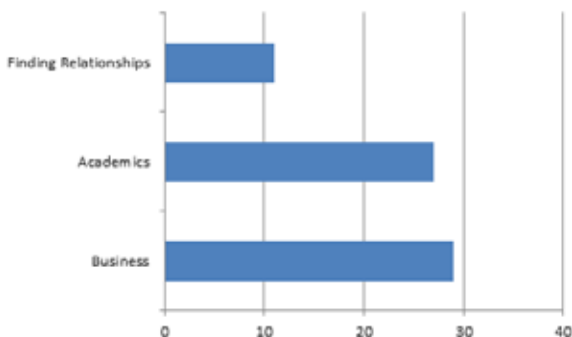

Figure 4 Issue of Privacy among social media users

Figure 5 below depicts the purpose of using social media among Indian users. Majority of the Indians i.e., about 50% use social media for entertainment or chatting with friends or just to remain in touch with their friends group. Social media in India is being used for business, academics, finding relationships, and reading/watching uncensored news which are otherwise not available in other types of media like television, print, radio etc.

In the next section, we observed the profile construction of the users on social media and other factors of self presentation on social media. Self presentation on the social media is primarily through profile construction on the social media. Almost, all the social media sites allow the users to create the profile and visually display connections to their respective social network [14]. Profile construction leaves much of the creativity on the users to self present on the social media. They used to invent many nicknames and imagined personas to influence some specific target group of users on the network [15]. Most of the users try to manipulate their profiles just to create impressions among their target group through favorable means like number of friends, common tastes/preferences, and common age group.

Refer to figure 6, we observed that 58% of the Indian users show and share their actual profile, and rest 42% hide their actual details by manipulating information while profile construction on the social media. It has been revealed from the survey of 166 respondents that most of the users hiding their actual profile do not share their real name, gender, date of birth, their qualification, their actual occupation, marital status, schooling, higher education and others things.
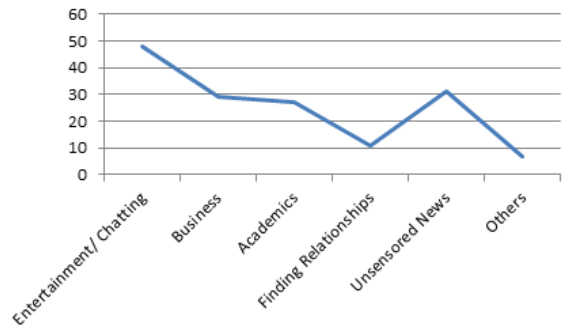
Figure 5 Purpose of using social media among Indians

Also opposite to our popular belief it has been observed that out of 42% of the users hiding their actual profile larger part of it i.e., 68% are boys and rest 32% are girls. It means that boys are more reluctant as compared to boys in India to share their details among the network users on social media.
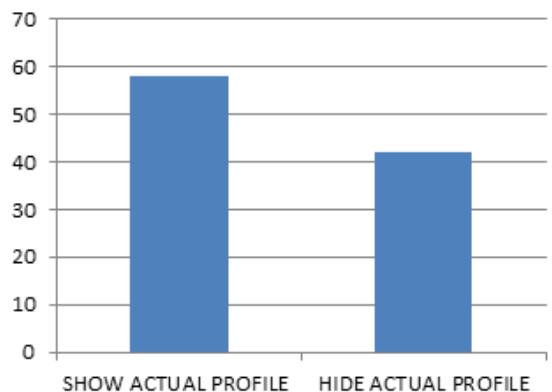
Figure 6 Hiding personal details on social media

Conclusion
In the recent years, with the introduction of smart phones and availability of 3G internet facilities in India, there is surge of users accessing social media sites. There are many questions that need to be

answered in this new dynamic scenario about the impact of social media on our country men. The focus of this paper is to find out various aspects pertaining to social media usage in India, like preference of users for using particular social media out of many, time spend by the users in this country on such media, their purpose of using this media, aspects of privacy, and hiding personal details on such media are the issues which have been addressed in this paper. To find out these details a survey has been conducted and the analysis of the survey has been analyzed and illustrated in this paper. The results shown in this paper can be considered as a guiding map for parents with regard to their wards usage of this new way of communication.

Certainly, there are several limitations of this study. Firstly, larger part of the respondents are the youths within the age group of 17-36 and are associated with certain educational institutions with regard to their studies. Secondly, almost all the respondents belong to private organizations which may well be different from the other part of the population associated with government organizations. Thirdly, India's has got a very large demography which includes different religions, rituals, traditions, and cultural heritage. This requires a larger sample size representing varied demography. Finally, this paper is silent about the ethical issues concerning the usage of social media. Keeping in view the volume of users in our country using this media and our rich, old cultural heritage, this media is boon or bane we need to find out.

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