



YOUNG ADULT PREFERENCES TOWARDS VARIOUS SOCIAL MEDIA CATEGORIES IN ERODE DISTRICT

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ABSTRACT Social media such as Facebook, you tube, twitter and others have become an integral part of today's life. This study assessed the various social media site preferences of young adult. The researcher conducted a pilot study on 100 Young adult (20yrs to 29yrs) to find out the social media sites preferences among the various types of social media sites by them with the help of the questionnaire. The collected data were analyzed through Simple percentage analysis. It is evident from the result that majority of the respondents are having "N" number of accounts in various social media sites and the sites mostly preferred by them were face book, you tube, Wiki Answers, Slide share, Flip kart, Wikipedia, Twitter, Whatsapp and so on.

KEYWORDS : Social Media, Social media Sites preferred, Young Adult

I. INTRODUCTION

Social media comprises primarily internet and mobile phone based tools for sharing and discussing information. It blends technology, telecommunications, and social interaction and provides a platform to communicate through words, pictures, films, music and so on. Social media includes web-based and mobile technologies used to turn communication into interactive dialogue. Social media is an online service that enables its users to create virtual networks with likeminded people. It offers facilities such as chat, instant messaging, photo sharing, video sharing, updates etc. There are various Categories of social media sites are

- **Social messaging**- instant mobile messaging, including group chats – WhatsApp, WeChat and Snapchat
- **Blogs** - The most popular free blogging platforms are WordPress.com, TypePad, and Blogger.
- **Social Networking Sites** - focuses on building relationships among people with similar interests and activities. Examples: Facebook, MySpace, Friendster
- **Social News** - Users submit and vote on news stories. Examples: Digg, PopURLs
- **Social Measuring** -Measure the quality of submitted content. Examples: Technorati, BlogPulse
- **Microblogging** -Differs from traditional blogging because the content is delivered in short bursts of information. Example: Twitter
- **Social Bookmarking** - Allows users to share, organize, and search bookmarks of web resources. Examples: Del.ici.ous, Diigo (formerly Furl)
- **Social Q&A** -Users can submit or answer questions. Examples: Answers.com, Yahoo! Answers
- **Video Sharing** -Users can upload and comment on videos. Examples: YouTube, Vimeo
- **Photo Sharing** -Users can upload and comment on photos. Some photo-sharing sites offer a user license agreement that allows bloggers and website owners to use images. Examples: Flickr, PhotoBucket
- **Social Search** - some search engines have evolved beyond providing search results into to social media communities where users can create profiles and interact through email groups. Examples: Google, Yahoo!
- **Professional Networks** -This type of social media site is a virtual Rolodex, enabling business professionals to recommend one another, share information about industry-related events, post resumes, and other features. Examples: LinkedIn, Plaxo
- **Niche Communities** -Niche networking has grown beyond the message boards of old into full-fledged communities. There is no "leader of the pack" in this category, but here is a list of social media niche sites maintained by Traffik.
- **Social Email**- Newly released Google Buzz has transformed Gmail into a stream of consciousness for email contacts.
- **Comment Communities** - Even blog comments have hopped aboard the social media bandwagon through sites such as Disqus.
- **Regional Social Media Sites** -This type of social media site is growing in popularity as the World Wide Web seeks to become more personal. Contributing to news sites, such as Examiner.com, is a great way to position yourself as an authority within both your community and your niche and make a few extra dollars at the same time.
- **Podcasting Communities** - Podcasting communities are social networks that help connect podcasters, advertisers, and listeners. Example: Blubrry.com
- **Blog Networks** -Similar to niche communities, blog networks are usually a large collection of blogs. Sometimes they cover a broad arena of topics; others are small and more tightly focused. Although anyone can read the blog posts (sometimes registration is required), many blog networks provide exclusive content and require approval for bloggers to join, which gives those who are accepted a certain level of prestige. Examples: Gawker, b5Media, 9Rules
- **Blogging Communities** -Broader than niche communities and not exclusive like blog networks, blogging communities encourage bloggers to share and interact with one another as well as create regular blog posts. Examples: BlogHer, LiveJournal
- **Presentation-sharing Sites** -Sharing presentations online is becoming a very popular way to set yourself apart from the crowd in your field. There is also a lot of good content available on presentation sites that bloggers can link to and share with their readers. Examples: SlideShare
- **Content-driven Communities** -Also known as "Wikis." This type of social media is popping up everywhere. Examples: Wikipedia.
- **Product-based Communities** - Many sites that started as a means of buying and selling products online have incorporated the community aspect into their sites. The biggest sites in this type of social media are Ebay and Amazon.com.
- **Review & Recommendation Sites** — you can review almost anything in an online community-based setting now. Examples: TripAdvisor, Lonely Planet.

Many uses of Social media like Blogs, Chatting, Video Sharing, Photo Sharing, Informative News Sharing and Media Sharing. Uses of Blogs are descriptive content created and maintained by individual users and

may contain text, photos and links to other websites. The interactive feature of blogs is the ability of readers to leave comments and the comment trail can be followed. Video sharing sites that mainly use video as the main form of content supported by text.

You Tube is the world's largest video sharing site. You Tube is a video live casting and video sharing site where users can view, upload, share videos and even leave comments. Moreover, News Sharing sites allow one to post various news items or links to outside articles. Interaction takes place by voting for the items and commenting on them. Voting is the core aspect as the items that get the most votes are prominently displayed. One in every nine people on Earth is on Facebook.

- 190 million average Tweets per day occur on Twitter and it is handling 1.6 billion queries and adding nearly 500,000 users per day
- People upload 3,000 images to Flickr (the photo sharing social media site) every minute
- Wikipedia authors total over 91,000 contributors
- Users on YouTube spend a total of 2.9 billion hours per month (326,294 years)

II REVIEW OF LITERATURE:

The number of users and the uses of social networking keep on increasing yearly. According to Cassidy (2006), Facebook was used at over 2,000 United States colleges in 2006. In 2007, it had 21 million users that produced 1.6 billion page views a day. The huge increase happened in February 2009 when it had already 175 million users (Cassidy, 2006). On the other hand, MySpace had more users than Facebook. According to web tracking site Alexa.com, in the United States, MySpace overpowered Google and had 80% of all social networking visits.

Even in the Philippines, social networking users have multiplied. According to the web tracking site Alexa.com, out of 7.9 million Filipinos using the Internet, 6.9 million visit social networking sites. In March 2008, out of 39 million Friendster users, 13.2 million were Filipinos that made it as the number one visited social networking site. Moreover, out of nine million multiply users, 2.2 million were from the Philippines (Alexa.com, n.d.).

III NEED FOR THE STUDY

In current Scenario young adult are always very busy with their Smart phones, laptops, Tablet and so on. Most of the young adult are accessible to Social Media and they spend less time on work and more time on extra activities such as chatting, checking their email, profile & status updating, posting the photos & videos etc on various types of social media sites. So an attempt has been made to investigate young adult preferences of social media sites among the various categories of social media in Erode district.

IV OBJECTIVE

- To reveal young adult preferences of social media among various categories of social media sites.

V METHODOLOGY

The instrument used for data collection for this study was the questionnaire & schedule method. This was because of the nature of information required and the form of analysis to be conducted. A structured questionnaire was designed and administered to young adult (20yrs-29yrs) in Erode District. The questionnaires were designed in anonymity, to enable the young adult fill them truthfully without fear of intrusion of privacy. Of the 100 questionnaires administered, 100 were returned adequately filled.

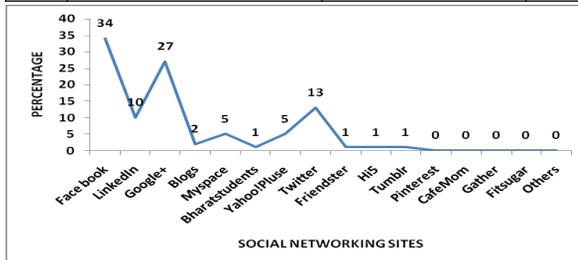
VI ANALYSIS & INTERPRETATION

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL NETWORKING SITES

TABLE NO. 1

S. No.	Various Social Networking Sites Used	No. of Responses of the Respondents	%
1.	Face book	75	34
2.	LinkedIn	22	10
3.	Google+	60	27
4.	Blogs	5	2
5.	Myspace	11	5

6.	Bharatstudents	3	1
7.	Yahoo!Pluse	11	5
8.	Twitter	29	13
9.	Friendster	2	1
10.	Hi5	2	1
11.	Tumblr	2	1
12.	Pinterest	0	0
13.	CafeMom	0	0
14.	Gather	0	0
15.	Fitsugar	0	0
16.	Others	0	0
Total		222	100

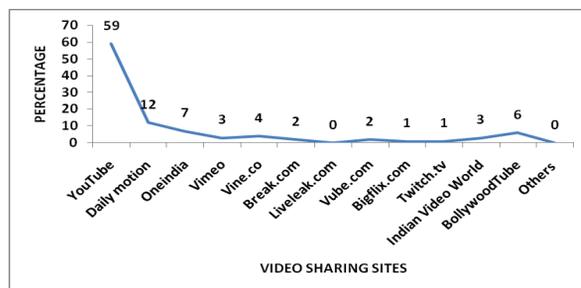


It is noted from the above table that 34% responses of the respondents stated that they are using Face book. It is followed by 27% of the respondents stated that they are using Google+. While 13% of the respondents stated that they are using Twitter, 10% of the respondents opined that they are using LinkedIn, 5% of the respondents opined that they are using Myspace and Yahoo!Pluse respectively and 1% of the respondents opined that they are using Bharatstudents. On the other hand, 1% of young adult revealed that they are using Friendster, Hi5 and Tumblr respectively and none of the surveyed young adult used Social Networking Sites like Pinterest, CafeMom, Gather, Fitsugar, Others. From the analysis, it is concluded that nearly one third (34%) responses of the respondents stated that they are accessing Facebook.

PREFERENCE OF THE RESPONDENTS TOWARDS VIDEO SHARING SITES

TABLE NO. 2

S. No.	Various video sharing Sites Used	No. of Responses of the Respondents	%
1.	YouTube	86	59
2.	Daily motion	17	12
3.	Oneindia	10	7
4.	Vimeo	4	3
5.	Vine.co	7	4
6.	Break.com	3	2
7.	Liveleak.com	0	0
8.	Vube.com	4	2
9.	Bigflix.com	1	1
10.	Twitch.tv	1	1
11.	Indian Video World	4	3
12.	BollywoodTube	9	6
13.	Others	0	0
Total		146	100

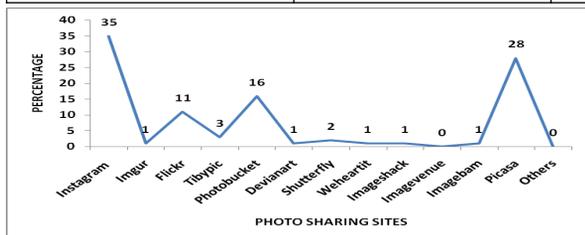


From the above table it is noted that 59% responses of the respondents stated that they are using YouTube, 12% of the respondents stated that they are using dailymotion. While 7% of the respondents stated that they are using oneindia, 6% of the respondents opined that they are using BollywoodTube, 4% of young adult revealed that they are using

Vine.co. 3% of the respondents opined that they are using Indian Video World and Vimeo respectively. 2% of the respondents opined that they are using Vube.com & Break.com On the other hand, 1% of young adult revealed that they are using Bigflix.com and Twitch.tv respectively and none of the surveyed young adult used video sharing Sites like Liveleak.com, Others. From the analysis, it is concluded that nearly half (59%) responses of the respondents stated that they are accessing youtube.

PREFERENCE OF THE RESPONDENTS TOWARDS PHOTO SHARING SITES
TABLE NO.3

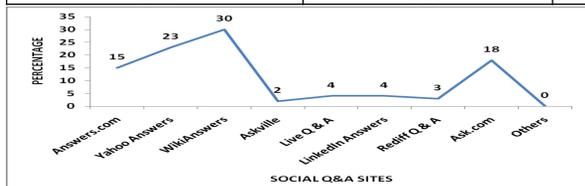
S. No.	Various Photo sharing Sites Used	No. of Responses of the Respondents	%
1.	Instagram	51	35
2.	Imgur	1	1
3.	Flickr	16	11
4.	Tibypic	5	3
5.	Photobucket	23	16
6.	Devianart	2	1
7.	Shutterfly	3	2
8.	Weheartit	1	1
9.	Imageshack	2	1
10.	Imagevenue	0	0
11.	Imagebam	1	1
12.	Picasa	40	28
13.	Others	0	0
Total		145	100



The above table noted that 35% responses of the respondents stated that they are using Instagram. It is followed by 28% of the respondents stated that they are using Picasa,16% of the respondents stated that they are using Photobucket, 11% of the respondents opined that they are using Flickr, 3% of young adult revealed that they are using Tibypic, 2% of the respondents opined that they are using Shutterfly. On the other hand, 1% of young adult revealed that they are using Imgur , Devianart , Weheartit ,Imageshack and Imagebam respectively and none of the surveyed young adult used Photo sharing Sites like Imagevenue , Others. From the analysis, it is concluded that nearly one third (35%) responses of the respondents stated that they are using Instagram.

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL Q&ASITES
TABLE NO.4

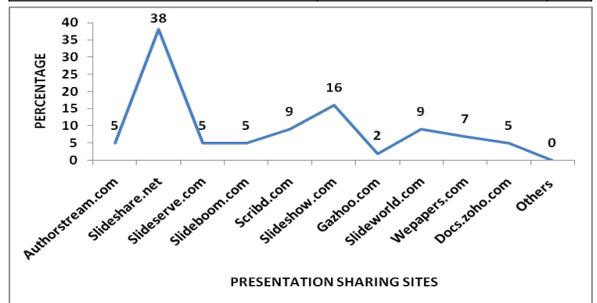
S. No.	Various Social Q&A Sites Used	No. of Responses of the Respondents	%
1.	Answers.com	28	15
2.	Yahoo Answers	41	23
3.	WikiAnswers	54	30
4.	Askville	4	2
5.	Live Q & A	8	4
6.	LinkedIn Answers	8	4
7.	Rediff Q & A	6	3
8.	Ask.com	32	18
9.	Others	0	0
Total		181	100



It is identified from the above table noted that 30% responses of the respondents stated that they are using WikiAnswers,23% of the respondents stated that they are using Yahoo Answers. While 18% of the respondents stated that they are using Ask.com, 15% of the respondents opined that they are using Answers.com, 4% of young adult revealed that they are using Live Q & A, & LinkedIn Answers respectively. 3% of the respondents opined that they are using Rediff Q & A. On the other hand, 2% of young adult revealed that they are using Askville and none of the surveyed young adult used other social Q&A Sites. From the analysis, it is concluded that nearly one third (30%) responses of the respondents stated that they are using WikiAnswers.

PREFERENCE OF THE RESPONDENTS TOWARDS PRESENTATION SHARING SITES
TABLE NO.5

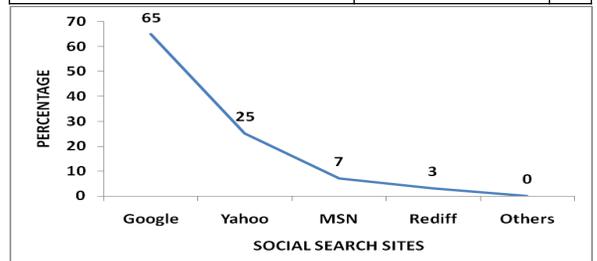
S. No.	Various Presentation sharing Sites Used	No. of Responses of the Respondents	%
1.	Authorstream.com	6	5
2.	Slideshare.net	49	38
3.	Slideserve.com	7	5
4.	Slideboom.com	6	5
5.	Scribd.com	12	9
6.	Slideshow.com	20	16
7.	Gazhoo.com	2	2
8.	Slideworld.com	12	9
9.	Wepapers.com	9	7
10.	Docs.zoho.com	6	5
11.	Others	0	0
Total		129	100



The above table stated that 38% responses of the respondents stated that they are using Slideshare.net, 16% of the respondents stated that they are using Slideshow.com. While 9% of the respondents stated that they are using Scribd.com & Slideworld.com, 7% of the respondents opined that they are using Wepapers.com, 5% of young adult revealed that they are using Authorstream.com, Slideserve.com, Slideboom.com & Docs.zoho.com respectively and none of the surveyed young adult used other Presentation sharing Sites. From the analysis, it is concluded that nearly one third (38%) responses of the respondents stated that they are using Slideshare.net.

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL SEARCHING SITES
TABLE NO.6

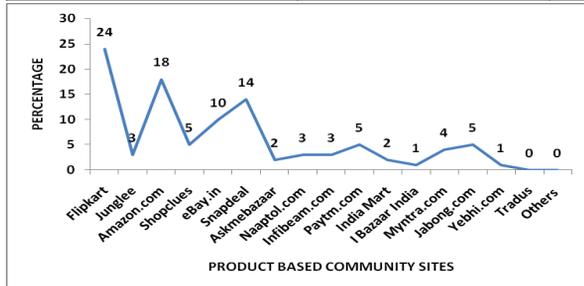
S. No.	Various Social Search Sites Used	No. of Responses of the Respondents	%
1.	Google	95	65
2.	Yahoo	36	25
3.	MSN	10	7
4.	Rediff	5	3
5.	Others	0	0
Total		145	100



The above table stated that 65% responses of the respondents stated that they are using Google. It is followed by 25% of the respondents stated that they are using Yahoo. While 7% of the respondents stated that they are using MSN, 3% of young adult revealed that they are using Rediff respectively and none of the surveyed young adult used other Social Search Sites. From the analysis, it is concluded that nearly half (65%) responses of the respondents stated that they are using Google.

PREFERENCE OF THE RESPONDENTS TOWARDS PRODUCT BASED COMMUNITY SITES
TABLE NO.7

S. No.	Various Product Based Community Sites Used	No. of Responses of the Respondents	%
1.	Flipkart	82	24
2.	Junglee	11	3
3.	Amazon.com	60	18
4.	Shopclues	17	5
5.	eBay.in	34	10
6.	Snapdeal	47	14
7.	Askmebazaar	6	2
8.	Naaptol.com	10	3
9.	Infibeam.com	9	3
10.	Paytm.com	18	5
11.	India Mart	8	2
12.	I Bazaar India	4	1
13.	Myntra.com	12	4
14.	Jabong.com	17	5
15.	Yebhi.com	2	1
16.	Tradus	1	0
17.	Others	0	0
Total		338	100

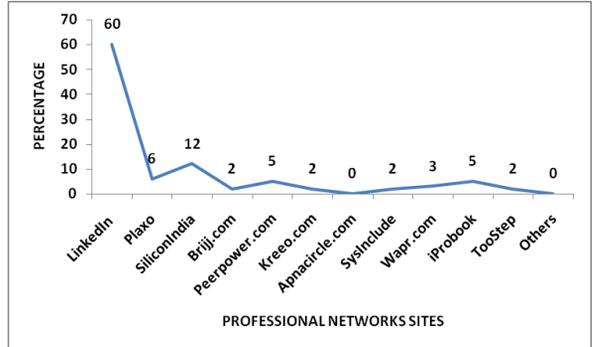


From the above table it is observed that 24% responses of the respondents stated that they are using Flipkart. It is followed by 18% of the respondents stated that they are using Amazon.com. While 14% of the respondents stated that they are using Snapdeal, 10% of the respondents opined that they are using eBay.in, 5% of young adult revealed that they are using Shopclues, Paytm.com, & Jabong.com respectively. 4% of the respondents opined that they are using Myntra.com. On the other hand, 3% of young adult revealed that they are using Junglee, Naaptol.com & Infibeam.com.2% of young adult exposed that they are using Askmebazaar & India Mart.1% responses of the respondents stated that they are using I Bazaar India and Yebhi.com none of the surveyed young adult used Product Based Community Sites like Tradus, others . From the analysis, it is concluded that nearly (24%) responses of the respondents stated that they are using Flipkart.

PREFERENCE OF THE RESPONDENTS TOWARDS PROFESSIONAL NETWORKS SITES
TABLE NO.8

S. No.	Various Professional Networks Sites Used	No. of Responses of the Respondents	%
1.	LinkedIn	52	60
2.	Plaxo	5	6
3.	SiliconIndia	10	12
4.	Brijj.com	2	2
5.	Peerpower.com	4	5
6.	Kreeo.com	2	2
7.	Apnacircle.com	0	0
8.	SysInclude	2	2
9.	Wapr.com	3	3

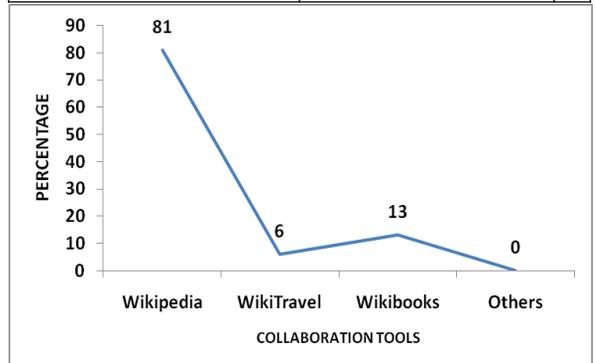
10.	iProbook	4	5
11.	TooStep	2	2
12.	Others	0	0
Total		86	100



From the above table it is observed that 60% responses of the respondents stated that they are using LinkedIn. It is followed by 12% of the respondents stated that they are using SiliconIndia. While 6% of the respondents stated that they are using Plaxo, 5% of the respondents opined that they are using Peerpower.com, & iProbook respectively, 3% of young adult revealed that they are using Wapr.com. On the other hand, 2% of young adult revealed that they are using Brijj.com, Kreeo.com, SysInclude & TooStep & none of the surveyed young adult used Professional Networks sites like Apnacircle.com, others . From the analysis, it is concluded that nearly (60%) responses of the respondents stated that they are using LinkedIn.

PREFERENCE OF THE RESPONDENTS TOWARDS COLLABORATION TOOLS
TABLE NO.9

S. No.	Various Collaboration Tools Used	No. of Responses of the Respondents	%
1.	Wikipedia	78	81
2.	WikiTravel	6	6
3.	Wikibooks	12	13
4.	Others	0	0
Total		96	100

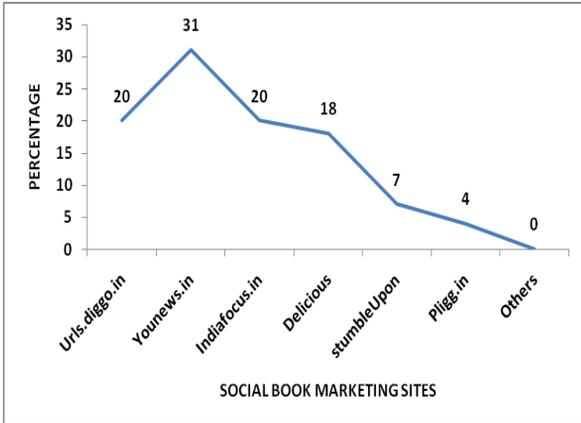


The above table stated that 81% responses of the respondents stated that they are using Wikipedia,13% of the respondents stated that they are using Wikibooks,6% of the respondents stated that they are using WikiTravel and none of the surveyed young adult used other Collaboration Tools sites. From the analysis, it is concluded that nearly majority (81%) responses of the respondents stated that they are using Wikipedia.

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL BOOK MARKETING SITES
TABLE NO.10

S. No.	Various Social Book Marketing Sites Used	No. of Responses of the Respondents	%
1.	Urls.diggo.in	15	20
2.	Younews.in	23	31
3.	Indiafocus.in	15	20
4.	Delicious	13	18

5.	stumbleUpon	5	7
6.	Pligg.in	3	4
7.	Others	0	0
Total		74	100

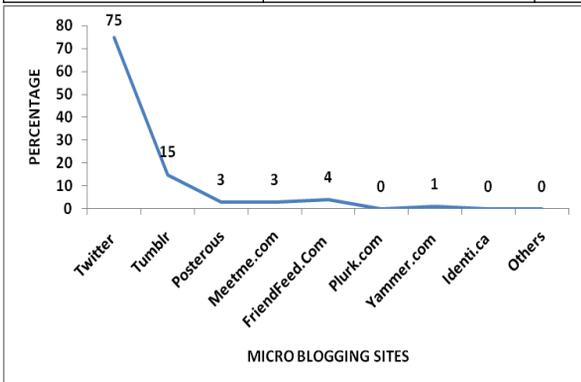


It is noted from the above table that 31% responses of the respondents stated that they are using Younews.in. It is followed by 20% of the respondents stated that they are using Urlls.diggo.in & Indiafocus.in. While 18% of the respondents stated that they are using Delicious, 7% of the respondents opined that they are using stumbleUpon respectively. On the other hand, 4% of the respondents opined that they are using Pligg.in and none of the surveyed young adult used other social Book Marking sites. From the analysis, it is concluded that nearly one third (31%) responses of the respondents stated that they are accessing Younews.in.

PREFERENCE OF THE RESPONDENTS TOWARDS MICRO BLOGGING SITES

TABLE NO.11

S. No.	Various Micro Blogging Sites Used	No. of Responses of the Respondents	%
1.	Twitter	60	75
2.	Tumblr	12	15
3.	Posterous	2	3
4.	Meetme.com	2	3
5.	FriendFeed.Com	3	4
6.	Plurk.com	0	0
7.	Yammer.com	1	1
8.	Identi.ca	0	0
9.	Others	0	0
Total		80	100



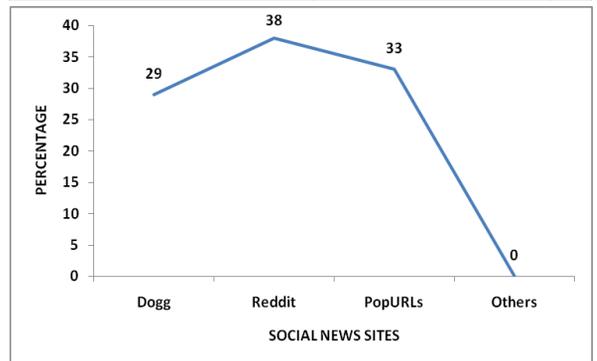
It is identified from the above table noted that 75% responses of the respondents stated that they are using Twitter, 15% of the respondents stated that they are using Tumblr, 4% of the respondents stated that they are using FriendFeed.Com respectively. 3% of the respondents opined that they are using Posterous & Meetme.com. On the other hand, 1% of young adult revealed that they are using Yammer.com and none of the surveyed young adult used Micro Blogging Sites like Plurk.com, Identi.ca,others. From the analysis, it is concluded that majority (75%) responses of the respondents stated that they are using Twitter.

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL

NEWS SITES

TABLE NO.12

S. No.	Various Social News Sites Used	No. of Responses of the Respondents	%
1.	Dogg	14	29
2.	Reddit	18	38
3.	PopURLs	16	33
4.	Others	0	0
Total		48	100

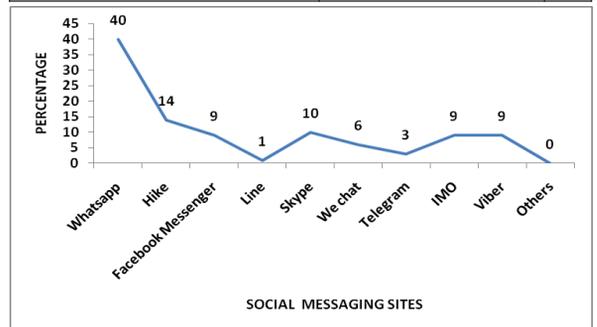


The above table stated that 38% responses of the respondents stated that they are using Reddit, 33% of the respondents stated that they are using PopURLs, 29% of the respondents stated that they are using Dogg and none of the surveyed young adult used other social News sites. From the analysis, it is concluded that nearly one third (38%) responses of the respondents stated that they are using Reddit.

PREFERENCE OF THE RESPONDENTS TOWARDS SOCIAL MESSAGING SITES

TABLE NO.13

S. No.	Various Social Messaging Sites Used	No. of Responses of the Respondents	%
1.	Whatsapp	70	40
2.	Hike	25	14
3.	Facebook Messenger	15	9
4.	Line	2	1
5.	Skype	18	10
6.	We chat	10	6
7.	Telegram	5	3
8.	IMO	15	9
9.	Viber	15	9
10.	Others	0	0
Total		175	100



From the above table it is observed that 40% responses of the respondents stated that they are using Whatsapp. It is followed by 14% of the respondents stated that they are using Hike. While 10% of the respondents stated that they are using Skype, 9% of the respondents opined that they are using Facebook Messenger, IMO & Viber respectively, 6% of young adult revealed that they are using We chat,3% of the respondents stated that they are using Telegram. On the other hand, 1% of young adult revealed that they are Line & none of the surveyed young adult used other social Messaging sites. From the analysis, it is concluded that nearly (40%) responses of the respondents stated that they are using Whatsapp.

V. CONCLUSION

The above analysis highlights the young adult preference of social media sites among the various categories of social media sites. From the analysis it was found that the young adult accessed the social media categories namely social networking sites ,Video sharing sites, Photo sharing sites, Social Q&A sites, Presentation sharing sites ,Social Searching sites, Product Based Community sites ,Professional Networks sites ,Collaboration Tools ,Social Book Marketing sites, Micro Blogging sites, Social News sites and Social Messaging sites. In the young adult social media accessible categories the majority preferred & used social media sites are Face book(75), Google+(60), YouTube(86), Instagram (51),Wiki Answers(54), Slide share(49), Google(95), LinkedIn(52), Wikipedia (78), Twitter(60), Whatsapp(70), Flipkart(82), Amazon.com (60), Snap deal(47). The social media categories that are un accessed by the young adult are Blogs, Social Measuring sites, Niche Communities, Social Email, Comment Communities, Regional Social Media Sites, Podcasting Communities, Blog Networks and Review & Recommendation Sites. The present study provides a major base for analyzing the implications of social media among young adult usage.

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