

Examining the Regularity and consistency level of profile updation in social media applications by active users in Tamil Nadu

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Abstract: Online Profile is becoming more important despite the personal profile of the candidates or people are concerned. People use various tools to improve their online profile. Social Media being a generally accessed medium in almost all type of modern smart phones such as Android phones, Blackberries, Windows Phone devices, iPhones, etc. Social Media is much widely used in Android based smart phones comparatively to other smart phones. Social Media gives people a varied platform for sharing text, contact numbers, links, pictures, videos, etc. which helps them in providing multiple benefits like low cost, sharing Rich media messages, confirmation of messages for sending, delivering and reading and group chatting, etc. People are using social media for various purposes. Updation of online profile is becoming a necessity for the job seekers and aspirants at large to catch the eye of the potential employers or clients. It would be really inappropriate if there is no research study in exploring about the frequency of updation of online profile by users. The research will examine the various levels of updation of online profile by users in Tamil Nadu.

Key Words: Social media, Users, Online profile, Updation.

1. INTRODUCTION:

1.1 Social Media:

There is a demonstrated positive relationship between young people's use of social networking services and self-esteem (Valkenburg, Peter and Schouten, 2006). It is also argued that a sense of community and belonging has the potential to promote young people's resilience, giving them the ability to successfully adapt to change and stressful events (Oliver et al 2006:1). This is an area that requires more large-scale research, particularly considering the over-emphasis within the public realm on the negative psychological effects of SNS and social media. However, overall, it appears that the social connections developed and fostered through SNS play an important role in promoting young people's wellbeing (Berson 2003; Campbell 2005; Gross, Juvonen & Gable 2002).

2. REVIEW OF LITERATURE:

2.1 Social media & Social Networking Apps

Garton, Haythornthwaite & Wellman (1997) said that Social media and social networking apps are the newest addition that is ruling the internet now. Social media apps are used more by adolescents as they happen to be the main target audience for major companies like Social Media, Social Media, and Telegram etc. Social media apps have made communication with fellow colleagues as well as strangers much easier. Chatting which is one of the more popular activities on the Internet has found its calling in the form of "instant messaging." Introduction of social media apps has facilitated communication to reach the next level. Social media apps facilitates the speed of communication. Communication speed is highly increased as messages are sent to people across the globe in an instant and at a frenetic speed. When Short Messaging Service were introduced, it served people in real time. The social media apps enables users not only in connecting with people across their own country but also easily break international borders. Apps especially like Social Media, Skype and Social Media makes it easier for people to connect with a large group of people who happen to be strangers also. The social media apps

creates a new window of opportunity for people to connect with thousands of people across the globe and also getting an acquaintance with them. A social network comprises of a set of individuals who are interconnected through certain relationships such as friendship, co-working or information exchange.

2.2 Social Media & Profile updation:

Research indicates that those who use these types of social networking sites tend to develop their online profiles to achieve a type of social identity they wish to portray (Gabriel, 2014). In doing this, an individual will exaggerate certain character traits, and present a persona that they believe is appealing to the general public (Alloway, Runac, Qureshi & Kemp, 2014). This unrealistic self-presentation is possible through different social networking platforms, such as Facebook and Twitter, because each individual has complete and total control of their profile content. Previous research suggests that narcissism may be positively related to posting different types of self-promoting content on social networking platforms (Alloway, Runac, Qureshi & Kemp, 2014).

3. METHODOLOGY:

The methodology adopted for this study is quantitative research approaches in the form of surveys. The Analysis is done over social media applications and responses received with reference to interpersonal relationships, shared by a random sample of 200 users belonging to various regions of Tamilnadu and the analysis as follows

3.1 OBJECTIVE OF THE STUDY

- To analyze the frequency of updating profile across various social media applications.

Table 1: Age Group

Age Group	No of Respondents	Percentage %
16-20	38	18.9
20-25	46	24.1
25-30	32	15.8
30-35	28	13.6
35-40	27	12.8
Above 40	29	14.6

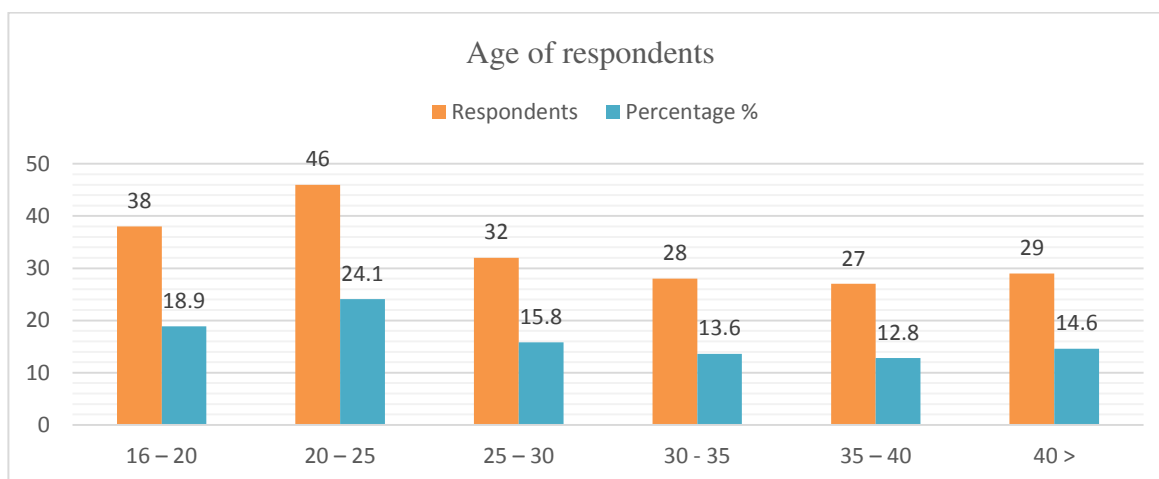


Figure 1

Table 2: Frequency of altering online profile in Facebook

Particulars	No of Respondents	Percentage%
More than once a day	16	7.9
Once in a day	28	13.8
Once in a week	45	22.5
Once in every month	37	18.4

Once in every couple of months	17	8.5
Once every year	9	4.5
Mile stone date (when achieved something)	22	10.9
Never update	19	9.5
Not applicable	7	3.5

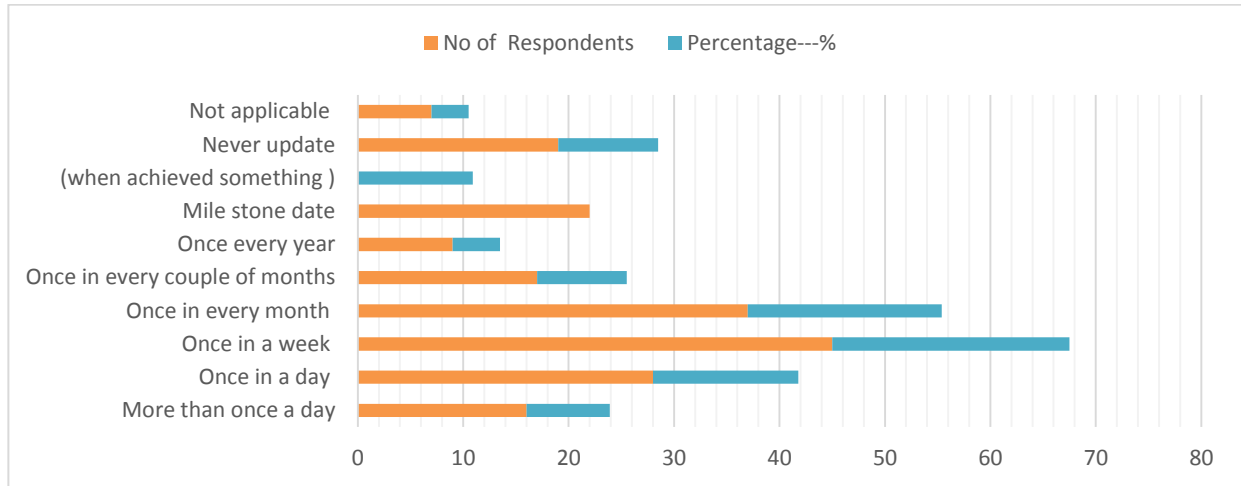


Figure 2

Table 3: Frequency of altering online profile in Twitter

Particulars	No of Respondents	Percentage%
More than once a day	3	1.5
Once in a day	9	4.6
Once in a week	21	10.5
Once in every month	44	21.9
Once in every couple of months	24	12
Once every year	20	10
Mile stone date (when achieved something)	16	7.9
Never update	41	20.5
Not applicable	22	11.1

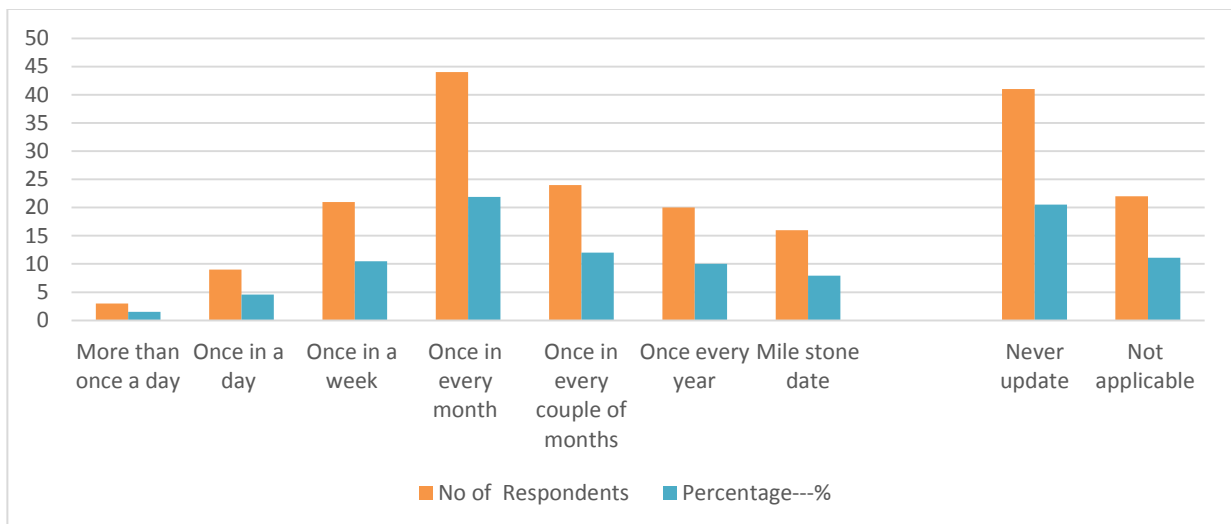


Figure 3

Table 4 : Frequency of altering online profile in LinkedIn

Particulars	No of Respondents	Percentage%
More than once a day	1	0.5
Once in a day	11	5.4
Once in a week	23	11.5
Once in every month	45	22.6
Once in every couple of months	26	12.9
Once every year	19	9.5
Mile stone date (when achieved something)	16	7.9
Never update	41	20.5
Not applicable	20	10

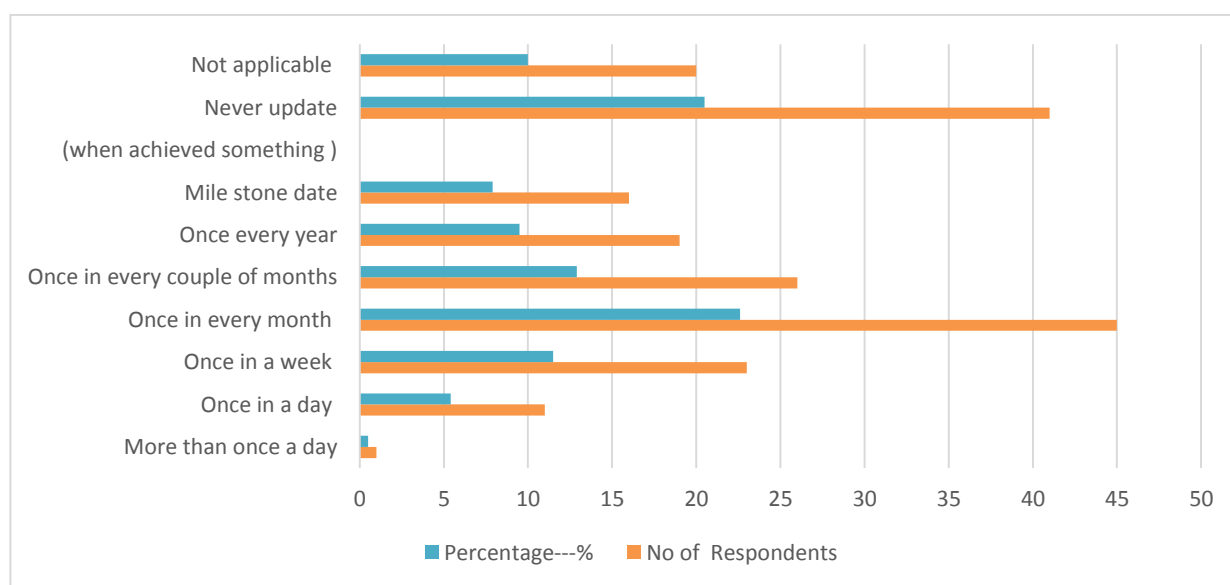


Figure 4

Table 5: Frequency of altering online profile in Instagram

Particulars	No of Respondents	Percentage%
More than once a day	14	6.9
Once in a day	29	14.5
Once in a week	52	25.8
Once in every month	35	17.5
Once in every couple of months	17	8.6
Once every year	3	1.5
Mile stone date (when achieved something)	16	7.9
Never update	27	13.5
Not applicable	7	3.5

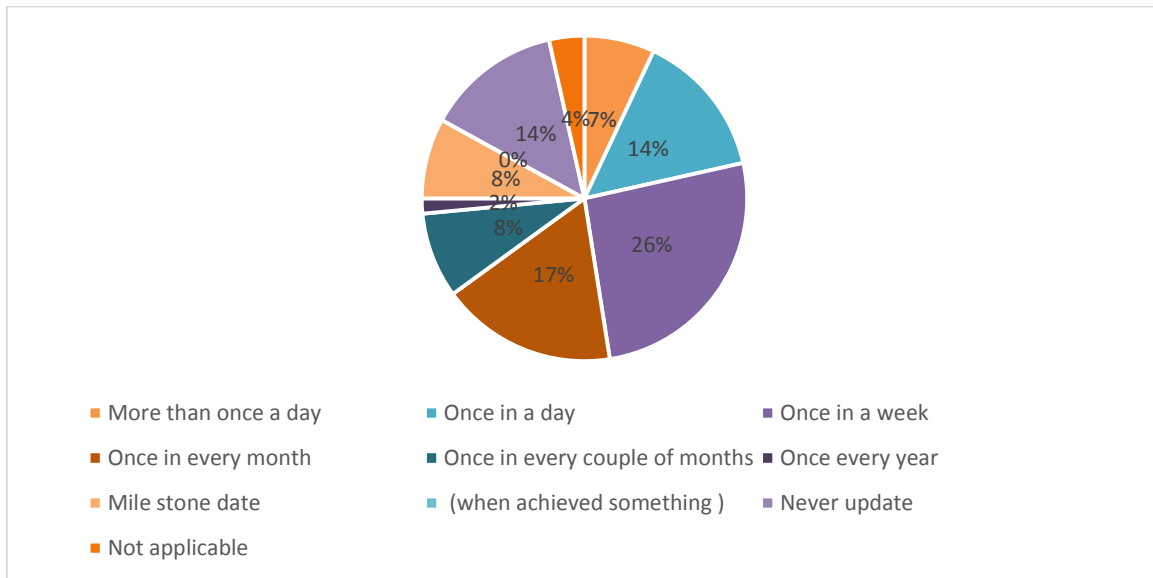


Figure 5

4. FINDINGS:

- Maximum percentage of respondents were in the age group of 20-25 years with 24.1% followed by those in the age group of 16-20 years with 18.9%. Respondents in the age group of 25-30 years were the next with 15.8% followed by those who are above 40 years with 14.6%. Respondents who are 30-35 years were next with 13.6%. Respondents who are 35-40 years were the least with 12.8%.
- Maximum percentage of respondents were those who updated their online profile in Facebook once a week with 22.5% followed by once in every month with 18.4%. Respondents who updated their profile once a day were the next with 13.8% followed by those who changed it on their milestone day with 10.9%. Respondents who never updated were the next with 9.5% followed by those who did it once in couple of months with 8.5%. Respondents who updated their profile once a year were the next with 4.5%. Not applicable was the least with 3.5%.
- Maximum percentage of respondents were those who updated their online profile in Twitter once in every month with 21.9% followed by those who never updated with 20.5%. Respondents who updated their online profile once in every two months were the next with 12% followed by not applicable with 11.1% and those who updated their profile once in a week with 10.5%. Respondents who changed their profile once a week were the next with 10% followed by those who did it on their milestone days with 7.9%. Respondents who updated their profile once in a day were the next with 4.6%. Respondents who updated their profile more than once a day were the least with 1.5%.
- Maximum percentage of respondents were those who updated their online profile once in every month in LinkedIn with 22.6% followed by those who never updated with 20.5%. Respondents who updated their profile once in couple of months were the next with 12.9% followed by those who updated their online profile once a week with 11.5%. Not applicable was next with 10% followed by once a year with 9.5%. Respondents who updated their online profile on their milestone date was the next with 7.9% followed by those who did once a week with 5.4%. Respondents who updated their online profile more than once a day were the least with 0.5%.
- Maximum percentage of respondents were those who updated their online profile once a week in Instagram with 25.8% followed by once in every month with 17.5%. Respondents who changed their online profile once a day were the next with 14.5% followed by those who never updated their profile with 13.5%. Respondents who updated their profile once in every couple of months were the next with 8.6% followed by those who did it on their milestone date with 7.9%. Respondents who updated their profile more than once a day were the next with 6.9% followed by not applicable with 3.5%. Respondents who updated their profile once a year were the least with 1.5%.

5. CONCLUSION:

Apart from the personal profile of each and every individual, online profile seems to be very important. Online profile plays a major part in many lives. It is clearly evident from the study that the maximum percentages of respondents were in the age group of 16.-20 and 20-25 years which reiterates that the younger generation is at the helm of affairs in updating the information in the online profile. The study revealed that the maximum percentage of respondents changed their online profiles once a week in Facebook whereas it was once a month in Twitter. The regularity and consistency of updating the online profiles by the respondents illustrates the need for them to be constantly hogging the limelight to show the world that they are doing something. It is event from the fact that a percentage of the respondents are updating their profiles on their milestone day.

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