

Positive impact of social media usage on children in Salem district

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Abstract: Social media has had many leaps and bounds since its inception in the 1990's. MySpace, Friendster were the earliest versions of social media. Over the course of time, Orkut, Facebook and many other outlets such as YouTube and Twitter came into existence and have been playing a vital part in a plethora of areas and aspects. Children happen to be one of the most vulnerable yet a very aspiring market area for multinational companies. The content and information portrayed and disseminated have a tremendous impact on children. Also, it is to be noted that children are very much attracted to technology and technological advancements. They adapt very quickly to the newer technologies. However, it is to be noted that during their course of interaction with these technological devices and advancements, an impact is created on a variety of aspects on them. The current research study focusses on the impact created by social media on children outlets in Salem district, Tamil Nadu. The study will employ quantitative research approaches in the form of questionnaires to elicit response from the respondents.

Key Words: Positive, Impact, Social media, Facebook, YouTube, Salem.

1. INTRODUCTION:

1.1 Social media usage:

According to a study by Common Sense Media (2009) during the last 5 years, the number of preadolescents and adolescents using such sites has increased dramatically. More teenagers log on to their favorite social media site more than 10 times a day. According to Halida Yu al., (2016) family is a sacred institution where quality time is to be spent with one another.

2. LITERATURE REVIEW:

2.1 Social media and children:

Ito (2008) found that engaging in various forms of social media as a routine activity has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills apart from looking into how young people are living and learning with new media in varied settings at home, in after school programs, and in online platforms. According to Boyd, D. M., & Ellison, N. B. (2007) social media sites create shifts in the media landscape, and the flow of information through social media outlets. The importance of family members to stay connected is highlighted by Furukawa & Driessnack (2013).

3. METHODOLOGY

The research study adopts quantitative research approaches in the form of questionnaires and the sample of the study is 100. Parents of children are given questionnaires to elicit responses.

4. OBJECTIVES OF THE STUDY:

- To explore the types of social media used by children in Salem district.
- To explore the impact created by social media usage by children in Salem district.

5. ANALYSIS AND FINDINGS:

Table 5.1 Gender of the respondents

Gender	Frequency	Percentage
Male	60	60
Female	40	40
Total	100	100

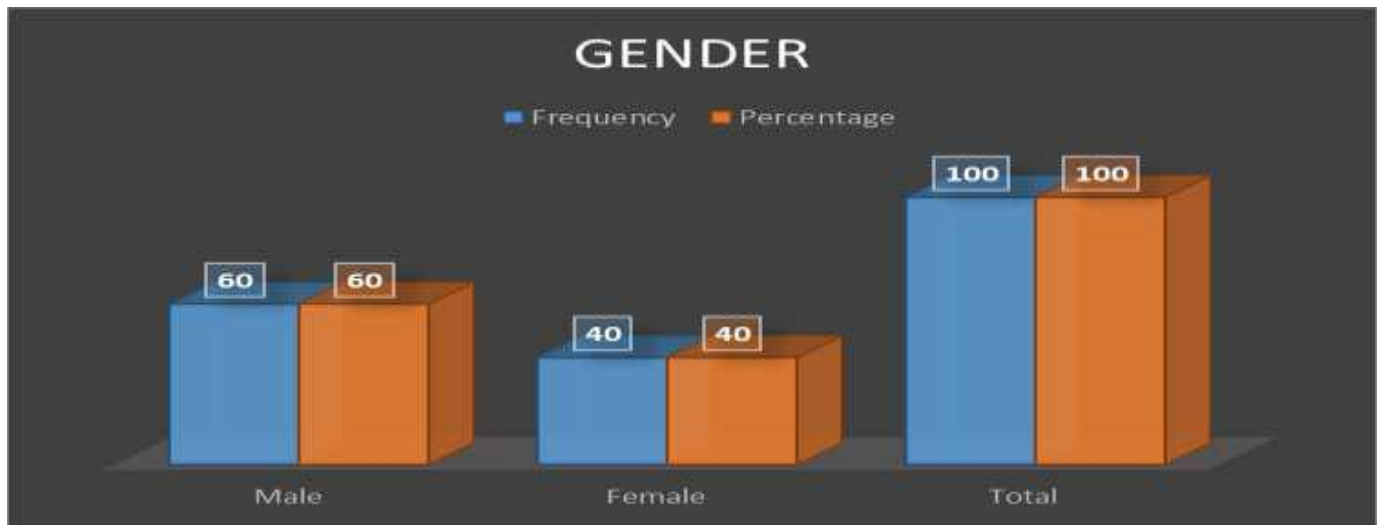


Figure 5.1

Male children comprised of 60% of the respondents whereas female children were 40%. (Table 5.1 and Figure 5.1)

Table 5.2 Social media application used by children

Social media	Frequency	Percentage
Facebook	10	10
YouTube	20	20
Whatsapp	50	50
Viber	10	10
Google Duo	10	10
Total	100	100

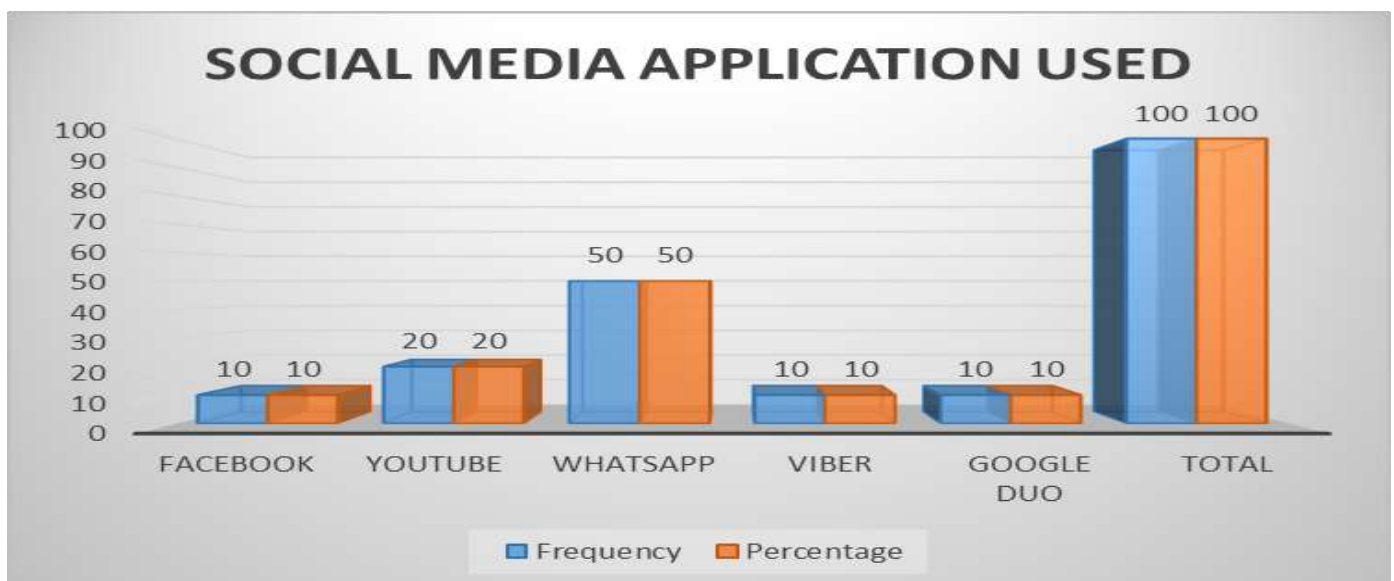


Figure 5.2

Whatsapp was the most preferred social media application used by children with 50% followed by YouTube with 20%. Facebook, Viber and Google Duo were the least preferred with 10% each. (Table 5.2 and Figure 5.2)

Table 5.3 Social media usage has improved socialization

Particulars	Frequency	Percentage
Strongly agree	50	50
Agree	20	20
Neutral	10	10
Disagree	10	10
Strongly Disagree	10	10
Total	100	100

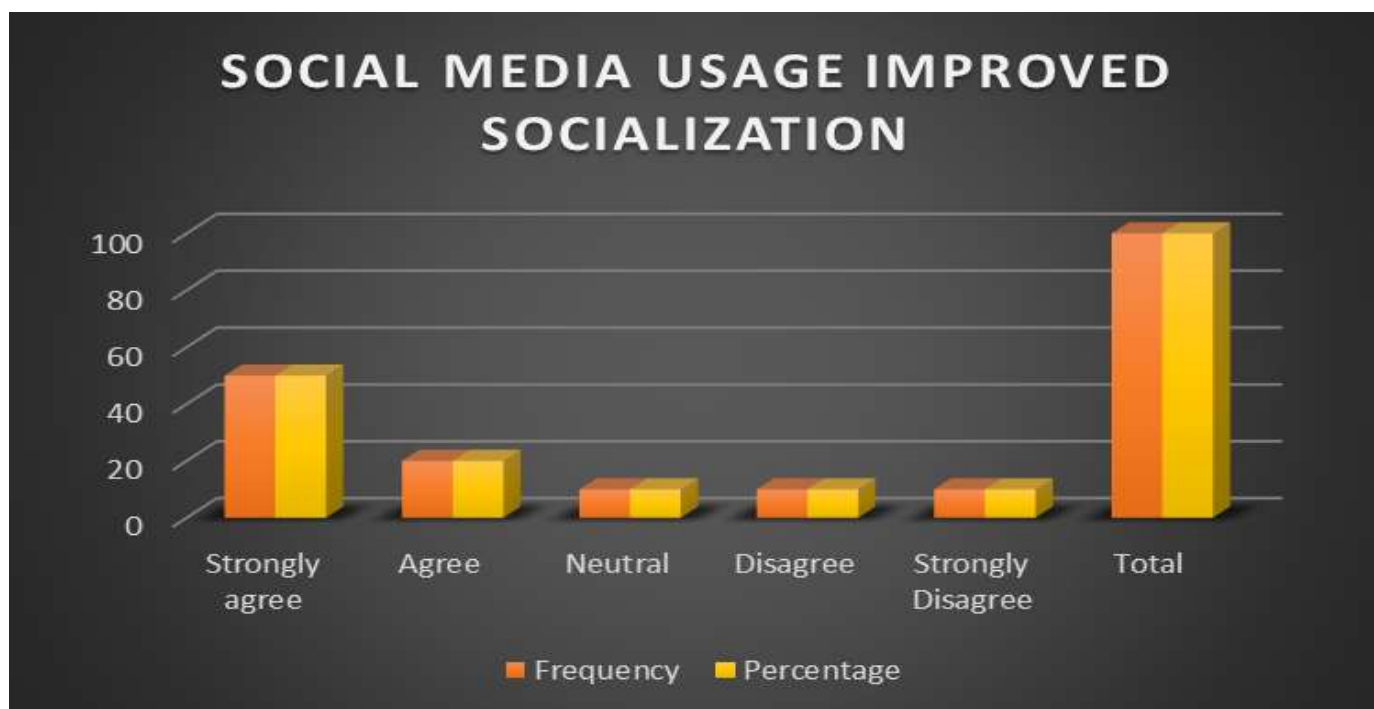


Figure 5.3

50% of the respondents strongly agreed that social media usage has greatly improved socialization among children. 20% agreed to the statement and the remaining 30% respondents were neutral, disagreed and strongly disagreed with 10% each. (Table 5.3 and Figure 5.3)

Table 5.4 Social media usage has impacted family bonding and unity

Particulars	Frequency	Percentage
Strongly agree	20	20
Agree	50	50
Neutral	10	10
Disagree	10	10
Strongly Disagree	10	10
Total	100	100

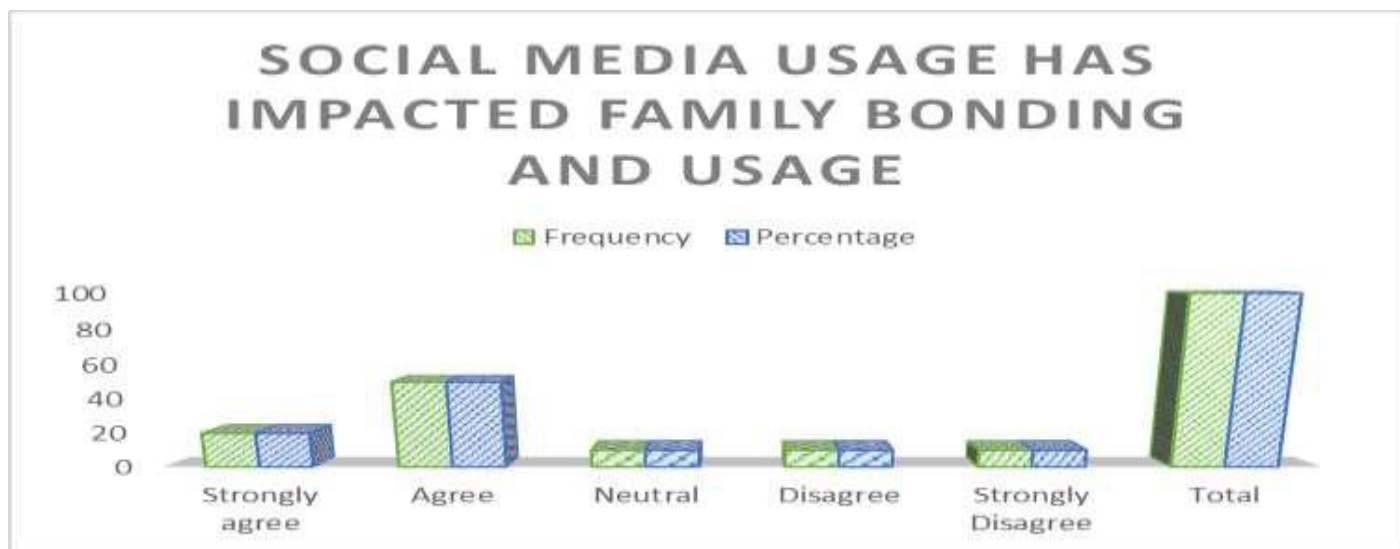


Figure 5.4

50% of the respondents strongly agreed that social media usage has greatly impacted family bonding and unity among children. 20% agreed to the statement and the remaining 30% respondents were neutral, disagreed and strongly disagreed with 10% each. (Table 5.4 and Figure 5.4)

Table 5.5 Social media usage has increased love for pets

Particulars	Frequency	Percentage
Strongly agree	40	40
Agree	15	15
Neutral	20	20
Disagree	15	15
Strongly Disagree	10	10
Total	100	100

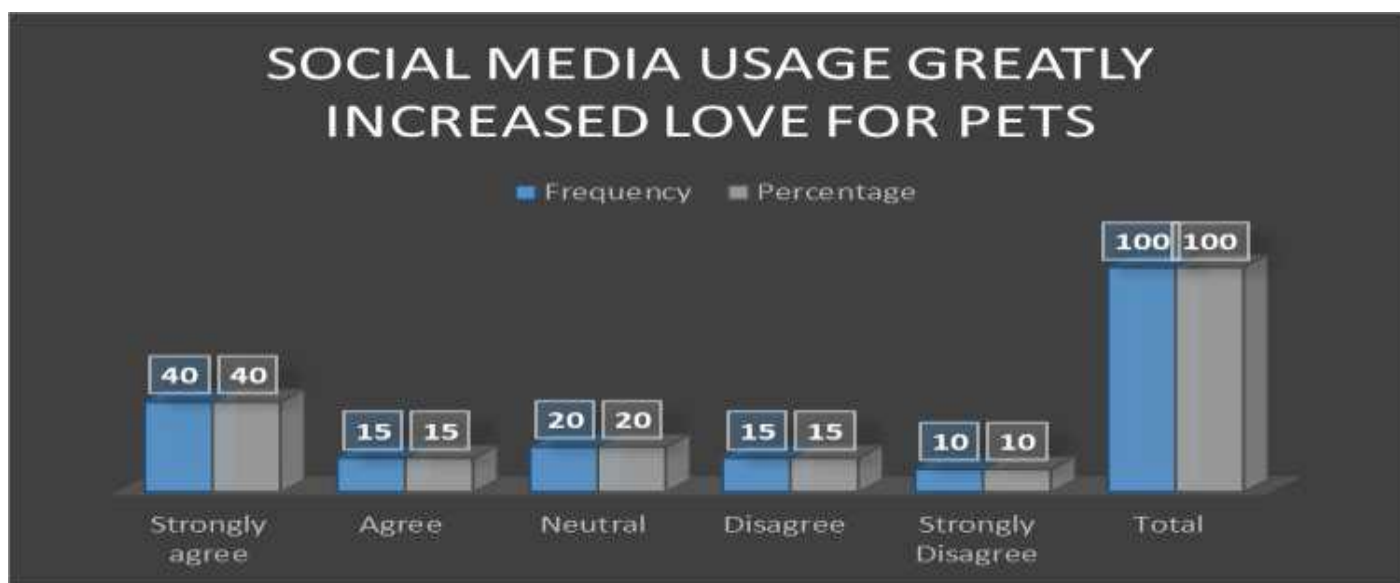


Figure 5.5

40% of the respondents strongly agreed that social media usage has greatly increased love for pets among children. 15% agreed to the statement, 20% respondents were neutral, 15% respondents disagreed and 10% strongly disagreed to the statement. (Table 5.5 and Figure 5.5)

6. CONCLUSION:

Children happen to be one of the vulnerable yet important section in the society. The upbringing and growth of children is very much vital for their future. Parents also have a greater responsibility in the aforementioned aspects. In the contemporary society however, children are far more advanced and grasp many things including information, skills and technology. Children are more attracted to social media. The current research study was envisioned to look into the positive impact of social media usage by children in Salem district and questionnaires for the same were administered to their parents for the same. The study revealed that children are becoming more socializing in nature apart from having increased family bonding and unity with their family members. The study also revealed that Whatsapp and Facebook have more prevalence even among children and they have more love for pets due to their social media usage. Future study can be made on the negative impact of social media usage on children.

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