

Role of social media among male and female

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ABSTRACT

Social media plays an important role in the life of individual now a days. It is easily accessible and it's also the meeting point of today's internet savvy audience. It opens possibilities of direct access to people without any third party intervention social awareness through social media is pretty cost friendly as compared to cost incurred by print, TV or other traditional media.

Key Words : Social media, Internet, TV, Traditional media

INTRODUCTION

Social media, as the name suggests, is the platform on web for people to socialize and interact with the known and the unknown It has been advancing rapidly, offering new and significant approaches to individuals around the globe. Presently, social media is developing into an indispensable part of our daily lives. The social system administration is presently a genuine worldwide sensation

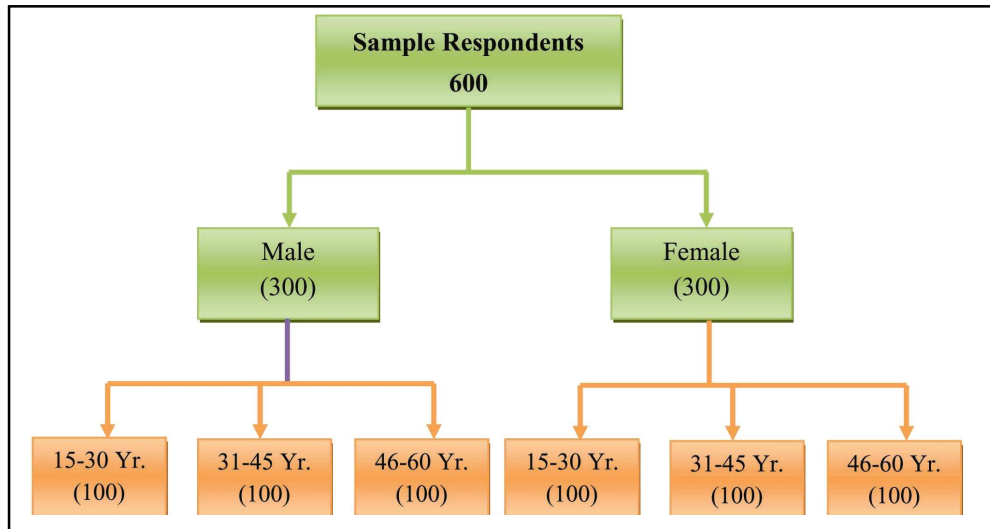
Therefore, social media is a two-way road of communication. Social media indicates collaboration among individuals where they edify, make or trade data and plans as virtual groups. Here are some interesting facts about the social media in India: India has over 12.5 crore internet users the average usage of internet is 26 minutes a day currently, 87.1 billion (Is it correct, or is it 'million'?) Users are accessing the internet on their cell phones and strategies are in place to further push the numbers. Top social media system administration destinations are Facebook, Linked in, Twitter, Orkut, whats app on phone etc. The study was conducted with the objective:

1. To study the role of social media.

METHODOLOGY

The three age groups were chosen *i.e.* 15-30 years, 31-45 years and 46-60 years, so that the role and impact of social media on all the age groups can studied thoroughly. 200 people from each group were selected .out of 200 from each age group 100 male and 100 female were taken into account for the data collection. Thus in total 600 sample were

interviewed for data collection.



Meticulously designed structured questionnaire was used to collect the data from respondents. Every question was multiple choice with five degree of response *i.e.* strongly disagree, disagree, somewhat agree, agree, and strongly agree Initially basic information relating to customer profile was asked so that respondents feel comfortable and can easily answer the research related complex questions.

RESULTS AND DISCUSSION

Table 1 revealed that 81.6 per cent was the average score point of which clearly depict that social media plays an important role among 15-30 years age group respondents. Most of

Sr. No.	Statement	SD	D	SA	A	SA
1.	Social media helps in creating relationship and friendship	10	23	18	66	83
2.	Social media provides entertainment and relaxation	-	3	11	77	109
3.	Provides enough space for sharing ideas, views and opinion	-	8	15	80	98
4.	Social media gives a sense of community and mutual support	-	8	19	70	103
5.	Social media provides access to information and advise	-	16	24	57	103
6.	Social media gives a place to showcase intelligence	3	16	21	54	106
7.	Social media provides opportunity to get involved with social or cultural causes	3	9	24	52	112
	Total	16	83	132	456	714
	Points	0	1	2	3	4
	Score	0	83	264	1368	2856
					Total Score	4571
					Average Score	81.6%

the respondents *i.e.* 112 feels that social media helps in locating lost relationships while 109 feels that it provides entertainment and relaxation. During data collection it was observed that maximum young generation feels that it is the medium through which they feels connected and remain connected with their friends and relatives. In this way busy it is the very fast and reliable media through which they can share and feel involved in all the social cultural events from the distant.

Table 2 clearly showed that the average score point was 68.94 per cent which depicts that in 31-45 years age group social media plays an significant role. 582 respondents were strongly agree, 304 were agree and 239, 143 and 92 were somewhat agree, disagree and strongly disagree, respectively. The maximum persons *i.e.* 102 feels that it gives place for expressing once intelligence and 99 feels that it provides information and advise which cannot be availed anywhere else.

Sr. No.	Statement	SD	D	SA	A	SA
1.	Social media helps in creating relationship and friendship	20	31	39	54	56
2.	Social media provides entertainment and relaxation	11	11	31	64	83
3.	Provides enough space for sharing ideas, views and opinion	15	24	35	62	64
4.	Social media gives a sense of community and mutual support	15	24	35	42	84
5.	Social media provides access to information and advise	10	16	33	42	99
6.	Social media gives a place to showcase intelligence	12	16	28	42	102
7.	Social media provides opportunity to get involved with social or cultural causes	9	21	38	40	94
	Total	92	143	239	304	582
	Points	0	1	2	3	4
	Score	0	143	478	912	2328
	Total Score					3861
	Average Score					68.94%

Table 3 revealed that the average score of 46-60 years age group was 59.98 percent which was less than other two age groups as shown in previous two tables. Hence, it was clear that social media is not playing much important role as it plays in other two age groups. 364 and 355 persons were strongly agree and agree with the statement and 156 and 256 were strongly disagree and disagree.

Graphs 1 clearly showed that among all the three age groups the younger group *i.e.* 15-30 years role of social media was maximum *i.e.* 81.6 per cent while it was some less in 31-45 years group and least in the 46-60 years group. Hence, it was clear that social media was much more popular and plays an important role among youngsters as compared to other groups. They feel that this was medium through which they can share their views, ideas and opinions, it provides an opportunity to get involved in social and cultural causes and at the

Table 3 : Average score point of role of social media among 46-60 years age group (N=200)						
Sr. No.	Statement	SD	D	SA	A	SA
1.	Social media helps in creating relationship and friendship	30	60	17	43	50
2.	Social media provides entertainment and relaxation	28	37	58	46	31
3.	Provides enough space for sharing ideas, views and opinion	46	30	45	53	46
4.	Social media gives a sense of community and mutual support	16	29	52	47	56
5.	Social media provides access to information and advise	12	37	40	55	56
6.	Social media gives a place to showcase intelligence	9	27	36	53	75
7.	Social media provides opportunity to get involved with social or cultural causes	15	36	43	58	50
Total Points		156	256	291	355	364
Score		0	1	2	3	4
Total Score						3559
Average Score						59.98%

Table 4 : Comparative score point of role of social media among different age groups	
Age group	Average score
15-30	81.6%
31-45	68.94%
46-60	59.98%

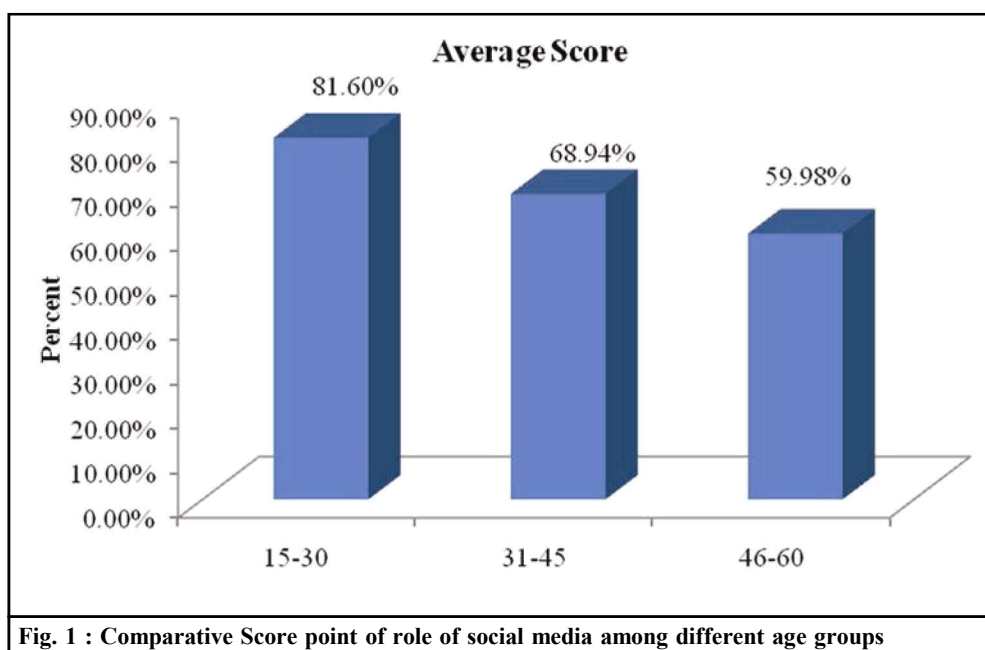


Fig. 1 : Comparative Score point of role of social media among different age groups

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Table 5 : Comparative score point of role of social media among men and women			
Sr. No.	Statement	Men (%)	Women (%)
1.	Social media helps in creating relationship and friendship	60	65.5
2.	Social media provides entertainment and relaxation	68.08	73.9
3.	Provides enough space for sharing ideas, views and opinion	72.25	67.58
4.	Social media gives a sense of community and mutual support	66.75	75.08
5.	Social media provides access to information and advise	58	80.9
6.	Social media gives a place to showcase intelligence	69.5	81.16
7.	Social media provides opportunity to get involved with social or cultural causes	66.75	79.08
Overall average		65.90	74.74

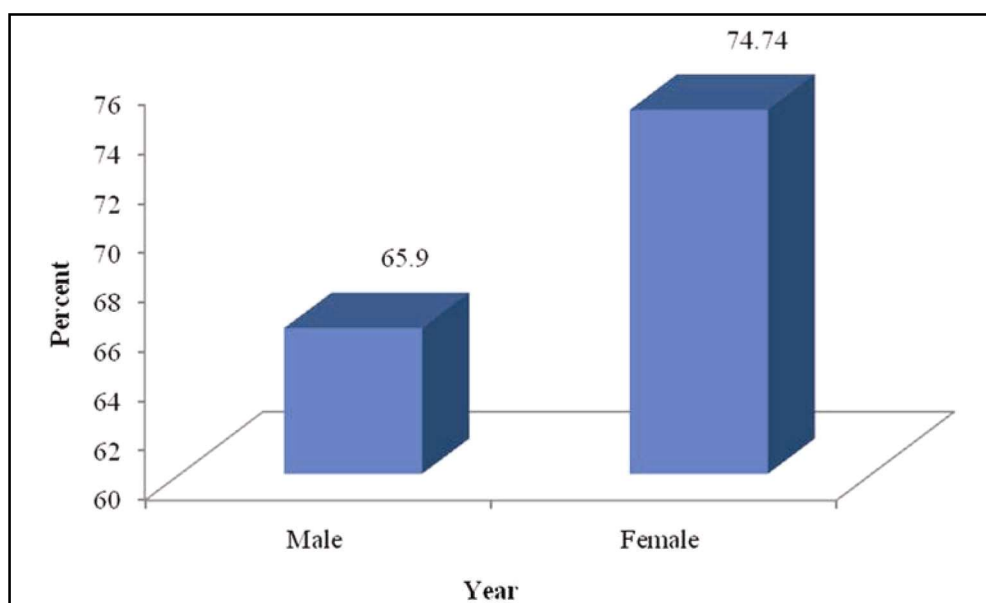


Fig. 2 : Comparative Score point of role of social media among men and women

same time helps in creating relationship and friendship.

To as certain whether there is significant difference in role of social media between men and women : Z test was conducted.

$$|Z| = \frac{P_1 - P_2}{\sqrt{P_0 Q_0 \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}}$$

where,

$$P_0 = (P_1 + P_2) / 2$$

$$Q_0 = 1 - P_0$$

$$|Z| = \frac{.7474 - .6590}{\sqrt{.7032 \times .2968 \left(\frac{1}{300} + \frac{1}{300} \right)}}$$

$$|Z| = 2.38$$

Since the computed value of $Z = 2.38$ is higher than critical value of $Z = 1.96$. It does not lie in acceptance region at 5 per cent level of significance. Thus we can say that there is significant difference between the level of role of social media between, men and women. Role of social media among women is significantly higher as compared to men.

Conclusion :

60 per cent respondents among all the age group feel that social media helps in creating relationship and friendship. The young group feels that by this media everybody get in touch with the cultural and social causes earlier so that they can do whatever they can by collecting the available resources effectively. The average score point was 70 per cent. Among all the three age groups the younger group *i.e.* 15-30 years role of social media was maximum *i.e.* 81.6 per cent while it was some less in 31-45 years group and least in the 46-60 years group. Hence, it was clear that social media was much more popular and plays an important role among youngsters as compared to other groups. They feel that this was medium through which they can share their views, ideas and opinions, it provides an opportunity to get involved in social and cultural causes and at the same time helps in creating relationship and friendship. Role of social media among men is significantly higher as compared to women. The computed value of Z is 2.38 is higher than critical value of $Z = 1.96$. It does not lie in acceptance region at 5 per cent level of significance.

This media is gaining popularity day by day irrespective of age, sex and occupation. Everybody wants to be connected to this in order to keep themselves updated. This is the medium through which one can express his or her ideas, views and opinion on any topic freely and elaborately and relaxation to some extent. It also helps in finding lost relations and friends with which we were not in contact from many years.

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