SOCIAL MEDIA USAGE AND INFLUENCES IN INDIA

Jobichan KV¹, Dr. Anusmitha N², Dr. Jayaprakash D³

¹ Ph.D. Research Scholar, School of Mass Communication, Vels Institute of Science Technology and Advanced Studies, Chennai-117, TN, India.
² Head and Assistant Professor, Visual Communication Department, Hindustan Arts and Science College, Chennai, Tamil Nadu, India
³ Assistant Professor, Department of Malayalam, Sree Narayana Guru College, Chelannuir, India

ABSTRACT:

This study opens new doors towards how social media influence human behavior. How and why social media influence how people think, learn and behave. It throws light into social media’s patterns of influence on human behavior. In today’s world, social media has a deep impact on human behavior. Social media changes our lives, living habits, communication pattern, and behavior. People spend hours on social media on average. There is a genuine need to assess how social media influence Indian society and individuals. This study is an effort to fill this knowledge gap and analyze how deep people in India are impacted by social media.

Keywords: Impact social media on human behavior in India, social media impact, social media and human behavior, social media influences, communication patterns in the Indian context, social media and communication, Whatsapp and human behavior, Facebook and human behavior, human behavior, influence on human behavior, social media impact

I. INTRODUCTION

India is a country with rich cultural backgrounds and strong historical movements. It has lead civilizations to emerge as different societies and lead generations. By following the latest technology and industrial revolution, India is marching towards new world order. Therefore, it is valid to evaluate how social media influence people in India. How social media help build the opinion. This is analyzed using the uses and gratification theory.

The number of social media platform users grew exponentially large and the numbers got consolidated now. There are a total of 290 million Facebook users in India. India has also 390.1 million WhatsApp users. Social media platforms have grabbed the user base exponentially in the last few years. On average, each Indian social media user spends more than two hours on social media. For many people, social media is the only available channel to connect with the external world. A significant category of people hates face-to-face communication. They would like to sit in one corner and communicate with the world over a mobile or laptop screen.

Therefore, there is a requirement to assess the social media usage patterns of Indians theoretically. How much time an average people spend on social media? How regularly do they use social media? The study should include the time spent in respect of users’ socio-economic variables: gender, age, education, income, and location. A study like this should measure the social media affinity variations, if any, in respect of users’ gender, education, income, and location. The study should be able to correlate social media satisfaction that users derive when they communicate over social media.
One key differentiator that Social media has in comparison with other media is that it disregards religion, caste, social differences of people. A Social platform provides high visibility across the population in India. The engines and platform builders are provided with data points that can give them what the entire population communicates. This analysis is done considering the users as one single unit. In the cyberworld, there are no physical differences among people.

Social media has provided a platform for people with common interests and expanded their horizons beyond barriers. This has also lead to a huge impact on human behavior and society. The amount of impact is large on the entire population because social media has such a wide audience in the country. Therefore, this impact is like any viral infection which is directly injected into the human body. This impact has an instant response to our behavior.

II. LITERATURE REVIEW

This section provides a summary of the literature available in the current field of study. This literature review includes areas of study including social media, and user behavior, social media and gratification, and other topics. This study formally analyses different categories to throw light into the current study.

The researchers, Boyd, d. m., and Ellison, N. B. explain social network in the following ways:

“social networks are web-based services that allow users to build a public or semi-public within a system. This articulates a user list with shared relationships, and observe the list of relationships of those persons with other people within the system.”

Researcher Jenkins (2006) in his work, described three cultures that are found among social media users. Based on this study, the following are three cultures:

- **Convergence culture**
  In this study, “convergence culture” refers to migrating behavior of social media users among various platforms of satisfying their entertainment needs.

- **Participatory culture**
  This term refers to the active involvement and participation of social media users.

- **Collective intelligence**
  This term refers to collective efforts of sharing and exchanging knowledge with others.
In March 2009, Nielsen Research published a report on Social Networking. In this study, these researchers focused on how social networks create a potentially transformational change in consumer behavior. In this study, the following areas are brought into focus:

- Growth of social networks in the context of popularity and engagement
- Changing audience to social networks
- Challenges faced by advertisers on social networks
- Factors contributing to the Facebook phenomenon and problems for ‘traditional’ publishers to deal with social network phenomenon

DeFilippis, in his study, analyzed the responsibilities of social media in developing communities with a focus on social capital development. DeFilippis revealed that social networks and relationships were win-win endeavors in his study. In this study, DeFilippis reported that people with poor economic backgrounds were socially disconnected due to the concentration of powers and resources in the urban areas. DeFilippis proposed that the people who are responsible for building policies should construct social networks for the benefit of disadvantaged sections. Boyd, another scholar, evaluated the presence of social media in the life of young people.

Boyd observed that social media helped to create better awareness regarding current affairs among the younger generation. The scholar emphasized that policymakers should monitor the social media habits of the younger generation and help them prevent harmful effects. Berkman, another scholar in the same period, conducted a study on how social media and young people are related.

Willard, another scholar, attempted to analyze how social media provided a major effort in development and governance. Here are the findings of the study:

- This study discovered that social media had provided support for economic and cultural development globally.
- The scholar revealed that social media were managed and controlled by government agencies. Though social media was useful in enabling cross-departmental collaboration, the government and policymakers do not want to make this happen.
- Willard suggests that social networking websites can establish connections in comparison with the traditional method.
Major types of research conducted in the social media field propose that social media attempt to connect the virtual world and the real world. The three scholars, Lampe, C., Ellison, N., and Steinfield propose that Facebook is used to improve relationships among persons. And this meeting happens virtually. Another type of research suggests that Social media have become a political tool. Social media is used to mobilize political movements and share messages that belong to a particular category.

III. KEY FACTS OF SOCIAL MEDIA

This topic talks about some interesting facts about social media. Currently, there are 2.7 billion Facebook users in the world. Another study revealed that the number of people using social media grew by 13% last year. The global research shows that Facebook is the most popular social media platform.

![Figure 3. Global Digital Snapshot](image)

Facebook has 2.6 billion Facebook users worldwide. Social media has changed the way we live our lives in today’s world. Social media controls us from the way we get our news to the way we interact with our family and loved ones. Social media is all over and everywhere. You cannot avoid social media and it has become the most powerful media in our times.

IV. SOCIAL MEDIA IMPACTS

When human beings interact with technology, behavior changes. Social media can help build the individuality of persons. People lose the fear to express themselves and social media provide a platform to express themselves. Social media platforms allow people to be creative and this helps them to capture the attention of others when they interact. Social media also help people to build relationships outside the walls. Even introverted people can have an innumerable number of friends and they build relationships through this platform.

V. SOCIAL MEDIA AND PRIVACY

Block diagram represents the overall system functionality and working. The components and their schematics are drawn in the diagram. It represents the Atmega microcontroller as the brain of the overall functionality. The IoT updates on the page demonstrate the working of the reporting system as well.
VI. SOCIAL MEDIA USAGE AND INFLUENCE: A CASE STUDY AND ANALYSIS

Survey-based research was conducted as part of this study. This study focused on South India. The survey was conducted in Kerala, Tamil Nadu, and Karnataka. The research scholar chose 80 samples from both rural and urban areas and analyzed them using SPSS software. The findings are provided below. This type of sampling helped the researcher to get a heterogeneous group which can lead close to reality.

The following table provides details regarding the sampling procedure:

<table>
<thead>
<tr>
<th>Sampling method</th>
<th>Stratified Random Sampling</th>
</tr>
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<tbody>
<tr>
<td>Total number of samples</td>
<td>80</td>
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<td>Total number of states involved</td>
<td>Three</td>
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<tr>
<td>Names of the states</td>
<td>Tamil Nadu, Kerala, Karnataka</td>
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<tr>
<td>The age factor of samples collected</td>
<td>The age factor is between 20 – 40. This includes both men and women.</td>
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<td>Sampling Distribution</td>
<td>Here is the sampling distribution:</td>
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<td>• Tamil Nadu 25</td>
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<td>• Karnataka 25</td>
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<td>• Mudabidri 5</td>
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VII. FAVORITE SOCIAL NETWORKING PLATFORM

In this study, 65% of respondents chose Facebook as their second favorite social media platform. All of the respondents agreed that they all use WhatsApp. It is also found that they spend a significant time daily on WhatsApp. 20% of the population uses Snapchat. After detailed analysis, it is found that the younger generation uses Tumblr, Pinterest, and Instagram. 10% of respondents at least use Instagram frequently.

![Figure 5. Usage of social networking sites](image)

VIII. TIME SPENDS ON SOCIAL MEDIA

Based on the analysis conducted, the scholar found that 43.8% of the total respondents spent more than 4+ hours daily on social media. Based on the analysis, 24.7% spent more than three hours on social media. The survey revealed that 20% of people who attended the survey spent more than 2 hours on social media platforms daily. The analysis shows that more than 50% of the entire population spend more than three hours on social media daily. These statistics reveal the habit change of people. People spend a significant amount of time on social media.

![Figure 6. Usage of social networking sites](image)

IX. INTERACTING THROUGH SOCIAL MEDIA

There was another question why respondents choose social media to interact with others. 30% of respondents strongly agree that they use Facebook and WhatsApp to interact with others. The survey results show that more than half of the people (54%) interact with others using social media platforms.
X. SOCIAL MEDIA AND EMOTIONAL SUPPORT

Emotional support has been associated with social media activities now. Scholars have found that people get emotional support from social media interactions. 26% of the respondents strongly agree that they use social media to get emotional support. 35% of the respondents agree that they get emotional support from social media interactions.

XI. SOCIAL MEDIA USAGE

The survey analysis shows that 50% of people who attended the survey use Facebook more than 20 times a day. It is also found that 10% of respondents use Facebook more than 10 times a day. 20% of the people who participated in the survey communicated that they occasionally used Facebook. The following figure shows how people used Facebook and very small size of people use Facebook once a day.
The following figure shows how much time people spent chatting on WhatsApp. A significant amount of people, 31%, spend more than 3 hours a day chatting on WhatsApp. This usage might be intermittent. It is noted that these people chatted on WhatsApp, not in a continuous process. However, when time is calculated, it will be around three hours or more.

![WhatsApp chat time](image1)

**Figure 10. Social media and chat activities**

This study showed that 54% of people found WhatsApp useful. This is a clear majority. To add to that, 30% of respondents showed that WhatsApp is very useful. When we add these together, a clear majority is reached.

In this survey, while 54% of respondents find WhatsApp and Facebook useful, 16% of respondents find WhatsApp and Facebook somewhat useful. The following figure shows additional details about survey results.

![Social media usefulness](image2)

**Figure 11. Use of social media**

This study shows that 70% of people who participated in the survey agree that they get news from social media platforms. While 40% of respondents get news information from newspapers, 6.7% of respondents get news from the radio. It was also found that 47% of respondents get news from television.

![News learning](image3)

**Figure 12. Learning about news**
In this study, it was found that a significant amount of respondents spend time on video calling. 20% of respondents use video calling daily. 43% of respondents use video calling rarely. While 17% of respondents use video calling once a day, 19% of respondents use video calling occasionally.

![Video Calling Frequency Pie Chart]

Figure 13. Video meeting

This study shows that 23% of people who participated in the survey strongly agree that they first check their WhatsApp messages when they get up first. While 37% of respondents agree that they check WhatsApp first, 15% of respondents neither agree nor disagree. It is interesting to note that 7% of respondents strongly disagree with this and they claim that they don’t check WhatsApp messages as soon as they get up.

![WhatsApp Checking Frequency Bar Chart]

Figure 13. Social Media usage

**XII. SOCIAL MEDIA AND HUMAN BEHAVIOR**

This study reveals that 24% of respondents strongly agree that they use social media because it has become a habit for them. While 40% of respondents agree they use social media because it has become a habit for them, 13% of respondents neither agree nor disagree. It is interesting to note that 19% of respondents strongly disagree with this and they claim that they don’t see using social media become a habit for them.

![Social Media Habit Frequency Bar Chart]

Figure 14. Social Media usage
XIII. CONCLUSION

In brief, social media provides both negative and positive influences on individuals and society. On the positive side, social media helps people to connect and express themselves and enjoy life. On the other side, social media influence individuals and change their behavior and attitudes. The behavior changes include the working time, sleep timing, and the way people get entertainment. The survey results are eye-openers and more studies need to be done around this subject. The negative influence of social media on human behavior cannot be measured in a single, standalone study. However, this study opens the door for a more elaborative and deep analysis of these areas.

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AUTHORS DETAILS:

Jobichan KV, a researcher at Vels Vels Institute of Science, pursues a Ph.D. in Mass Communication. He is an expert in Mass Communication and Technical Communication field and has worked as Information Expert in top cybersecurity companies in the world. The areas of expertise include cybersecurity, social media, media new media, and film, and intercultural communication.

Dr. D. Jayaprakash works as the Head of the Department of Visual Communication in Hindustan College of Arts & Science, Chennai.

Dr. Anusmitha N. is an Assistant Professor in the Department of Malayalam, Sree Narayana Guru College, Chelannur, Kozhikode, India.