

A STUDY OF USAGE PATTERN OF SOCIAL MEDIA BY TEENAGERS AND YOUTH

A Research Project submitted To
SHIVAJI UNIVERSITY, KOLHAPUR
(LEAD COLLEGE: SHRI SHAHAJI CHHA. MAHAVIDYALAYA, KOLHAPUR)

Under
RESEARCH SENSITIZATION SCHEME FOR COLLEGE STUDENTS

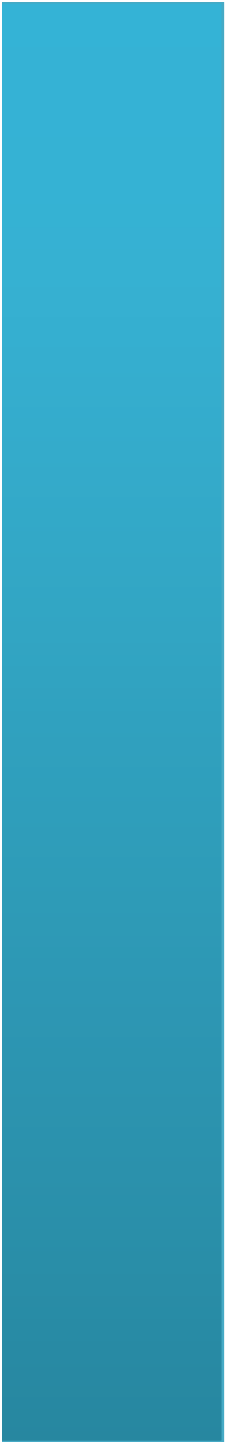
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Outline of the Presentation

- Chapter 1: Introduction and Summary
- Chapter 2: Review of Literature
- Chapter 3: Research Methodology
- Chapter-4 Data analysis and Interpretation
- Chapter-5 Finding and conclusions



Chapter 1

Introduction and Summary

1.1. Introduction

- Communication play very important role in our life. We can share our ideas, thoughts and information to other through communication.
- Social media is a great source of communication.
- Exchange ideas, feeling, personal information, pictures and videos at truly astonishing rate.

History of Social Media

1792 – Telegraph

1865 - Post Letters

1890 - Telephone

1891 - Radio

1940 - Computer

1997 - Six Degree (social media sites)

1.1. Introduction...

- Social media in the 20th century
- Social media in India
- The positive effects of social media on teenagers and youth
- The negative effects of social media on teenagers and youth
- Statement of the problem
- Significance of the study

1.2. Objectives

- To study the pattern of usage of social media by teenagers and youth.
- To identify the most frequently used social networking media by the teenagers and youth.
- To study the time spends for different social media and money spends on it by the teenagers and youth.
- To study the awareness about harmful effects of social media among youth.
- To study the significance of relationship of type of respondent (i.e. teenagers and youth) with mobile usage and expenses, use of social media, awareness about advantages and disadvantages of social media etc.
- To study the significance of relationship of gender (male and female) with mobile usage and expenses, usage of social media, awareness about advantages and disadvantages of social media etc.

1.3. Hypotheses

Hypothesis 1: There is significant relation between types of respondents (i.e. Teenagers or Youth) and some variables.

Hypothesis 2: There is significant relation between types of respondents (i.e. Teenagers or Youth) and type of social media used.

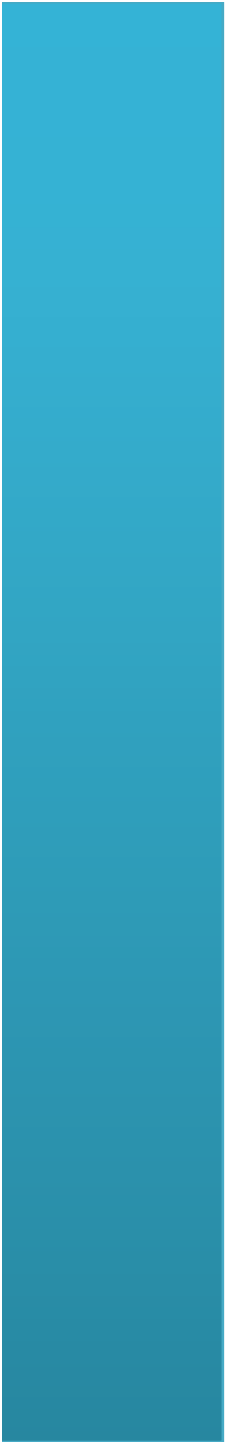
Hypothesis 3: There is significant relation between types of respondents (i.e. Teenagers or Youth) and awareness about advantages and disadvantages of use of social media.

Hypothesis 4: There is significant relation between gender and some variables.

Hypothesis 5: There is significant relation between gender and type of social media used.

Hypothesis 6: There is significant relation between gender and awareness about advantages and disadvantages of use of social media.

Hypothesis 7: The average time spend for use of social media by teenagers and youth is significantly different.

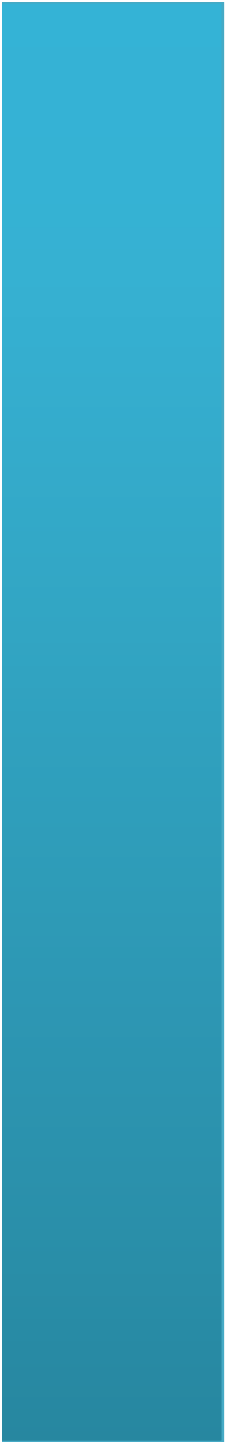


Chapter 2

Review of Literature

2. Review of Literature

- **James and Drennan (2005)** conducted a study on Australian students and identified a higher usage rate of 1.5 hours to 5 hours a day.
- **Lee (2009)** Adolescent existing relationship with families due to spending their huge time on SNS instead of face to face communication with family.
- **Lenhart (2012)** Ninety five percent of all teen's aged 12 through 17 are now online and eighty percent of those online teens are user of social media sites.
- **Boyd (2015)** and **Lee (2009)** studies discussed that the usage of SNS have disabled teen awareness of surroundings. Teens lack observational skills due to their head consistently looking down scrolling through different SNS and or texting.



Chapter 3

Research Methodology

3.1. Location of Study Area and Data Source

The study is conducted in D. R. K. College of Commerce, Kolhapur located in Karveer taluka of Kolhapur district in Maharashtra state. The college runs five different courses those are Higher secondary course (sanctioned by Maharashtra State Board of Secondary and Higher Secondary Education, Pune) Bachelor of Commerce (B. Com.), Bachelor of Business Administration (B.B.A), Master of Commerce (M. Com), and Master of Business Administration (M.B.A) (affiliated to Shivaji University, Kolhapur).

The study is based on primary data sources. The primary data is collected from the sample respondents by adopting the methods of interview schedules and personal interviews. To elicit the required information, a well structured questionnaire is designed with probing questions.

3.2. Selection of Parameters

Quantitative Parameters

The quantitative parameters which are considered to study the usage pattern of social media among the teenagers and youth are monthly family income, number of years of usage of mobile, number of different mobiles used, purchase price of currently using mobile, expenses spend for calling and text messaging, expenses spend for usage of internet, time spend for use of social media at different locations and while performing different activities and frequencies of communication through phone calls and through social media with family members, relatives, friends etc.

Qualitative Parameters

The qualitative parameters which are considered to study the usage pattern of social media among the teenagers and youth are gender, residence, type of currently using mobile, type of social media app used, preferences given to social media according to usage time, awareness about advantages of social media and disadvantages of social media.

3.2. Selection of Respondents

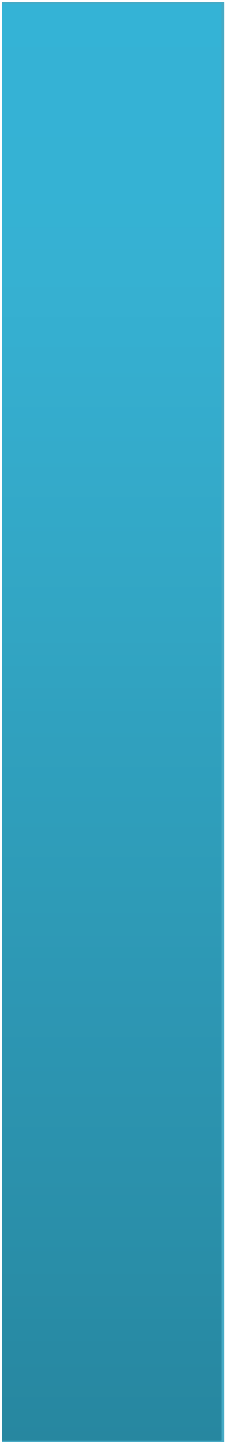
A simple random sampling scheme is adopted to select a random sample from each course (i.e. HSC, B. Com, B.B.A., M. Com. and M.B.A.). Based on prior survey, it is observed that 80% students of our college use smart mobile phones. For the purpose of study, approximately 10% (**396**) sample form the total population of the students in D.R.K. College is considered.

Table 3.1. Class wise population size and sample size of students

Class	Population size	Sample size selected	Class	Population size	Sample size selected
11 th	500	50	B.B.A. II	80	20
12 th	500	50	B.B.A. III	80	20
B. Com. I	600	61	M. Com. I	200	20
B. Com. II	600	60	M. Com. II	200	20
B. Com. III	500	50	M.B.A. I	60	13
B.B.A. I	80	20	M.B.A. II	60	12

3.3. Data Collection and Data Analysis

- The data is collected with the help of a **scheduled questionnaire** especially prepared for the purpose of this study.
- The students are **contacted** in the **classroom after lecture hours** and appealed to participate in the survey. By oral consent and willingness, a scheduled questionnaire is distributed randomly among the students.
- The data collected from the students is edited and cleaned carefully. Simple arithmetical techniques like **frequency and percentage** techniques are used to summarize the data. Findings of the study are presented with the help of **tables and graphs**. **Chi-square test and Fisher's exact test** are used to study the relationship between some variables. Also, **two sample t test** is used to study the significance of difference between the average time spend for use of social media by teenagers and youth.



Chapter 4

Data Analysis and Interpretation

4. Data Analysis and Interpretation

This is the most significant part of the study. It deals with the appropriate analysis and the interpretation of the data pertaining to the study with appropriate statistical tools and techniques. All the findings and conclusion of the study are dependent upon the analysis of data and hence the significance of this chapter forms the major part of the study.

In this chapter, we have analyzed the data by using SPSS 16.0 software to draw inferences about the use of social media among the teenagers and youth. This chapter is divided into two parts as follows:

4.1 Exploratory Data Analysis

4.2 Testing of Hypothesis

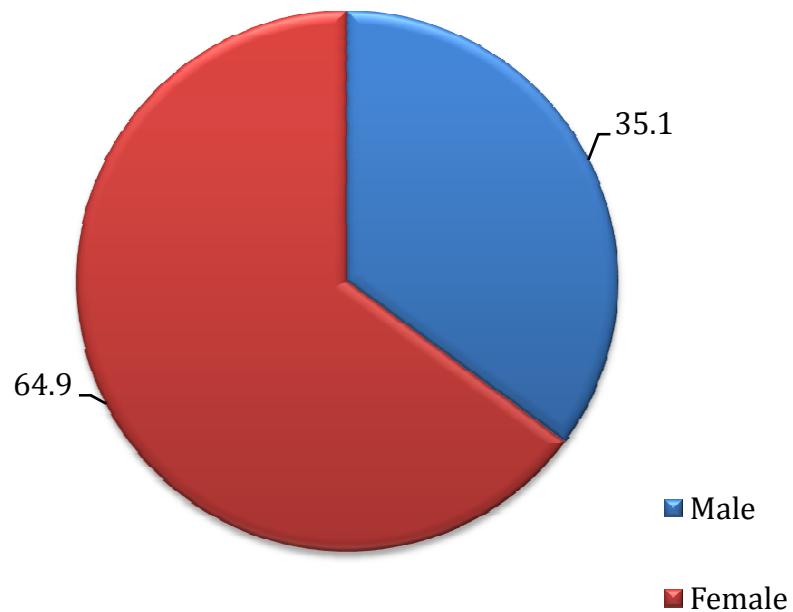
4.1. Exploratory Data Analysis

Here, we explore the variables which are involved in this study by using their frequency and percentage tables with suitable diagrams.

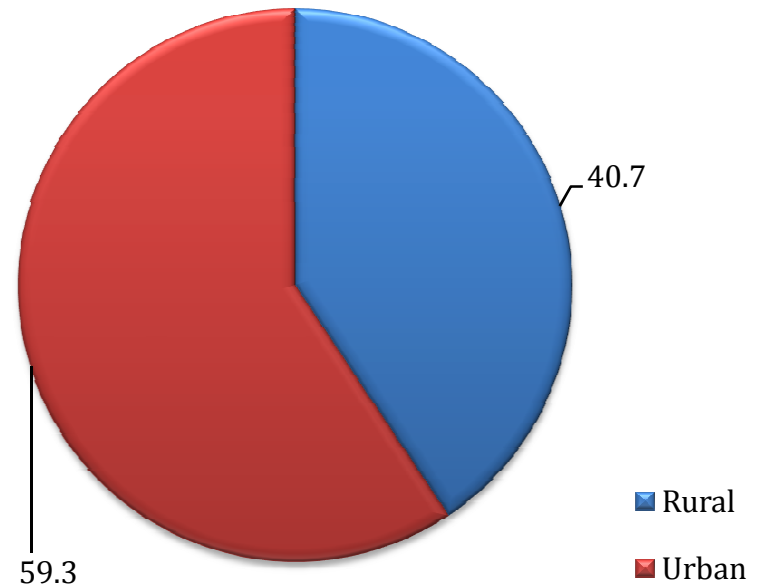
- Education level
- Age
- Gender
- Locality
- Income of family
- No. of years of usage of mobile
- Type of mobile
- Price of currently using mobile
- No. of SIM cards used
- Expenses for calling and text messaging
- Expenses for use of internet
- Type of social media used
- Preferences according to usage of social media
- Daily usage time of social media
- Usage of social media during exam period
- Usage of social media during holiday
- Usage of social media at midnight
- Usage of social media in morning
- Usage of social media when walking
- Usage of social media at home
- Usage of social media at college
- Usage of social media in public places
- Usage of social media when driving
- Usage of social media when exercising
- Usage of social media at recreation places
- Frequency of communication with family, relatives, friends and others through phone calls and social media
- Groups on social media
- Awareness about advantages of social media
- Awareness about disadvantages of social media

4.1. Exploratory Data Analysis...

Gender

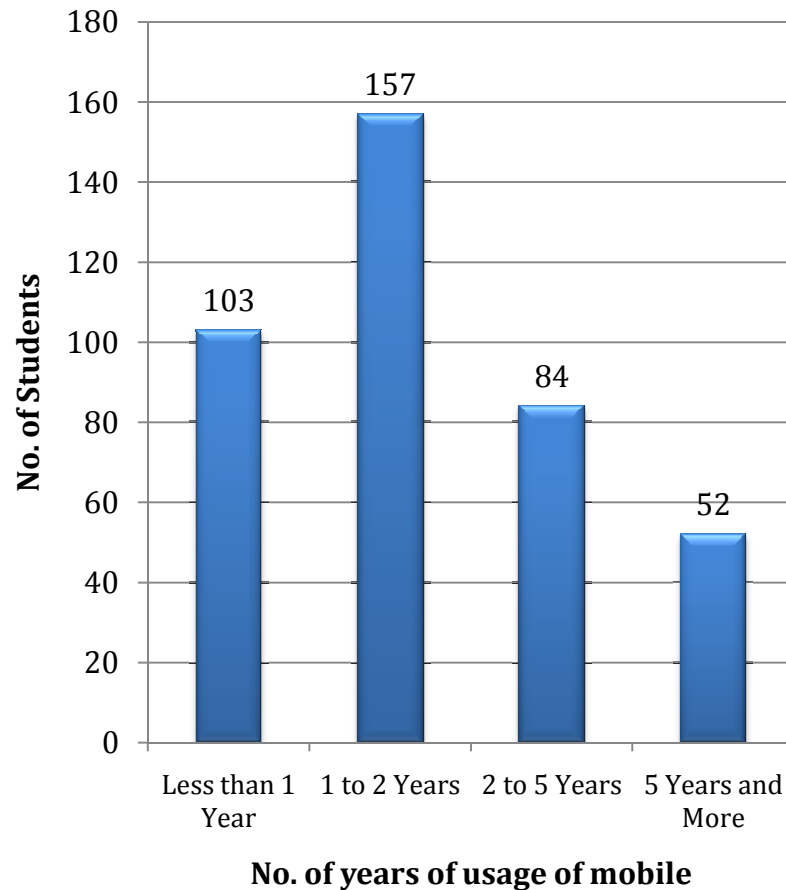


Locality

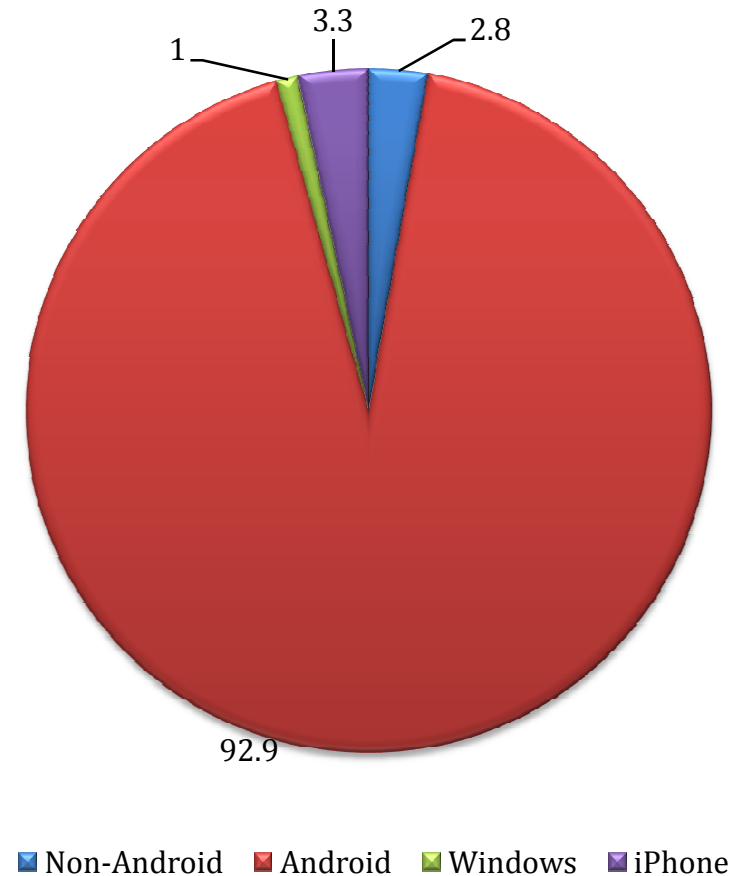


4.1. Exploratory Data Analysis...

Number of years of usage of mobile



Type of Mobile



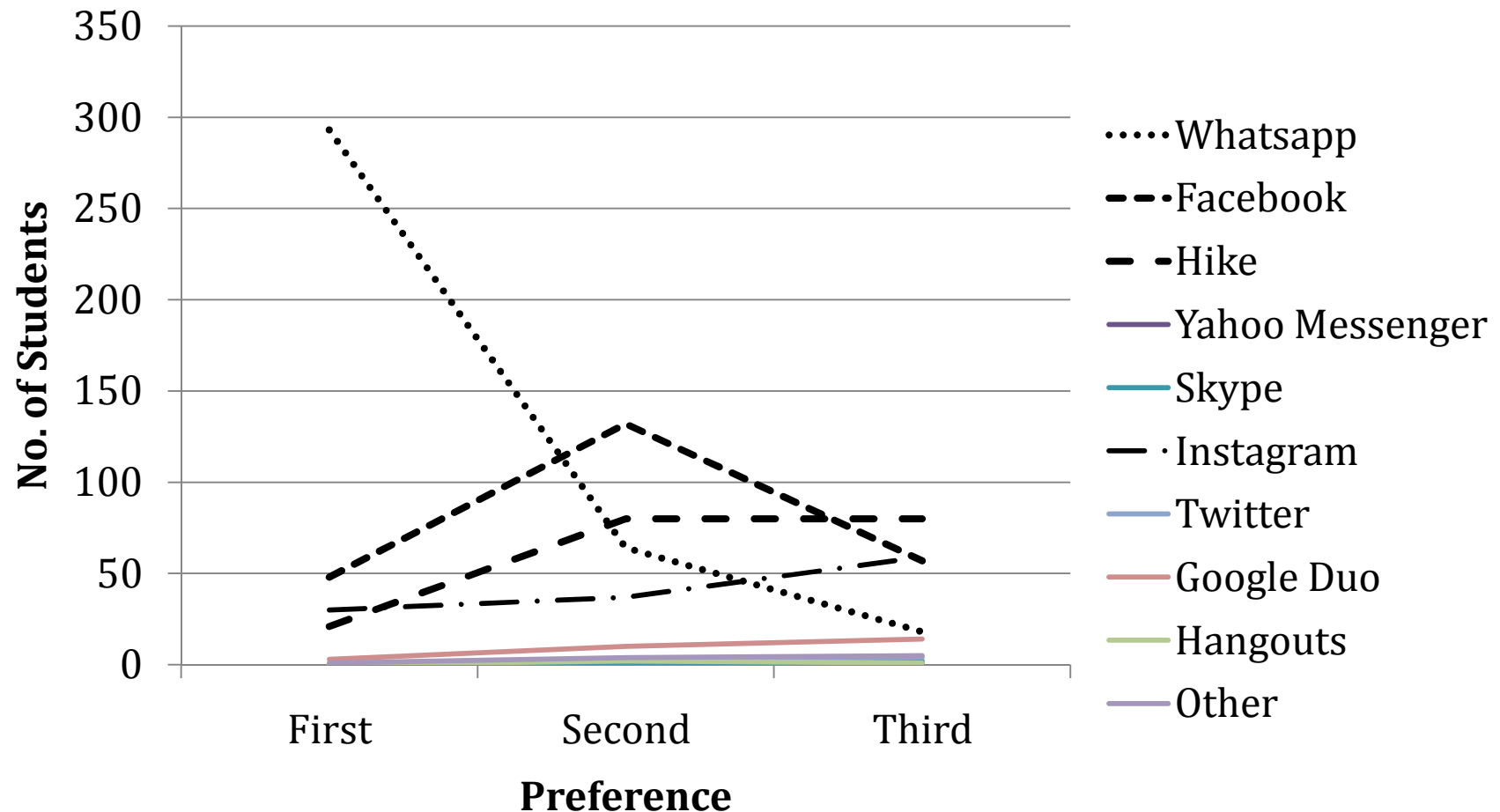
4.1. Exploratory Data Analysis...

Frequency distribution of students according to type of social media used

	No	%	Yes	%
Facebook	132	33.3	264	66.7
Whatsapp	22	5.6	374	94.4
Hike	173	43.7	223	56.3
Yahoo Messenger	382	96.5	14	3.5
Skype	382	96.5	14	3.5
Instagram	215	54.3	181	45.7
Twitter	368	92.9	28	7.1
Duo	322	81.3	74	18.7
Hangouts	373	94.2	23	5.8
Other	362	91.4	34	8.6

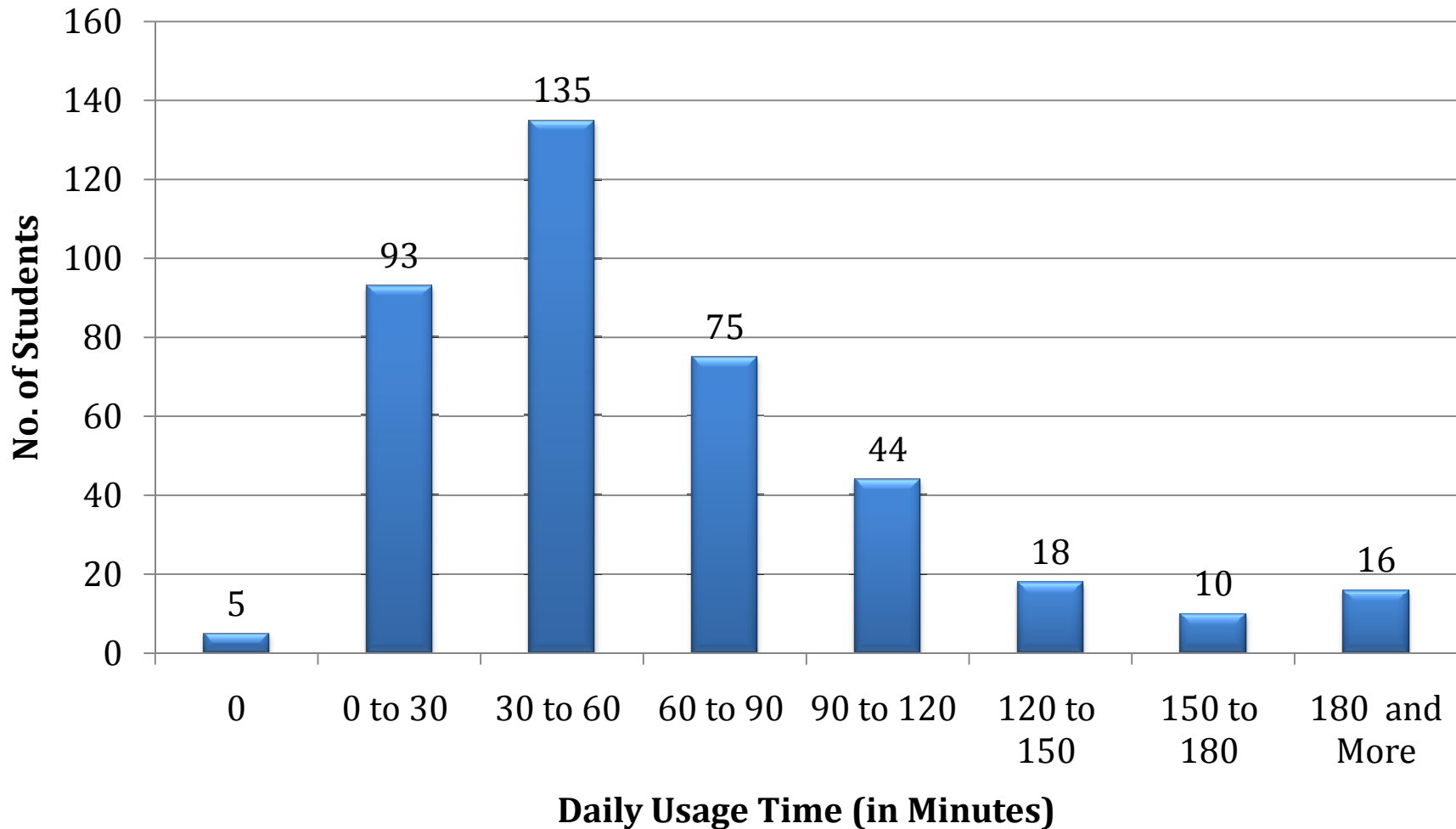
4.1. Exploratory Data Analysis...

Line diagram showing Preferences given by the students according to usage of social media



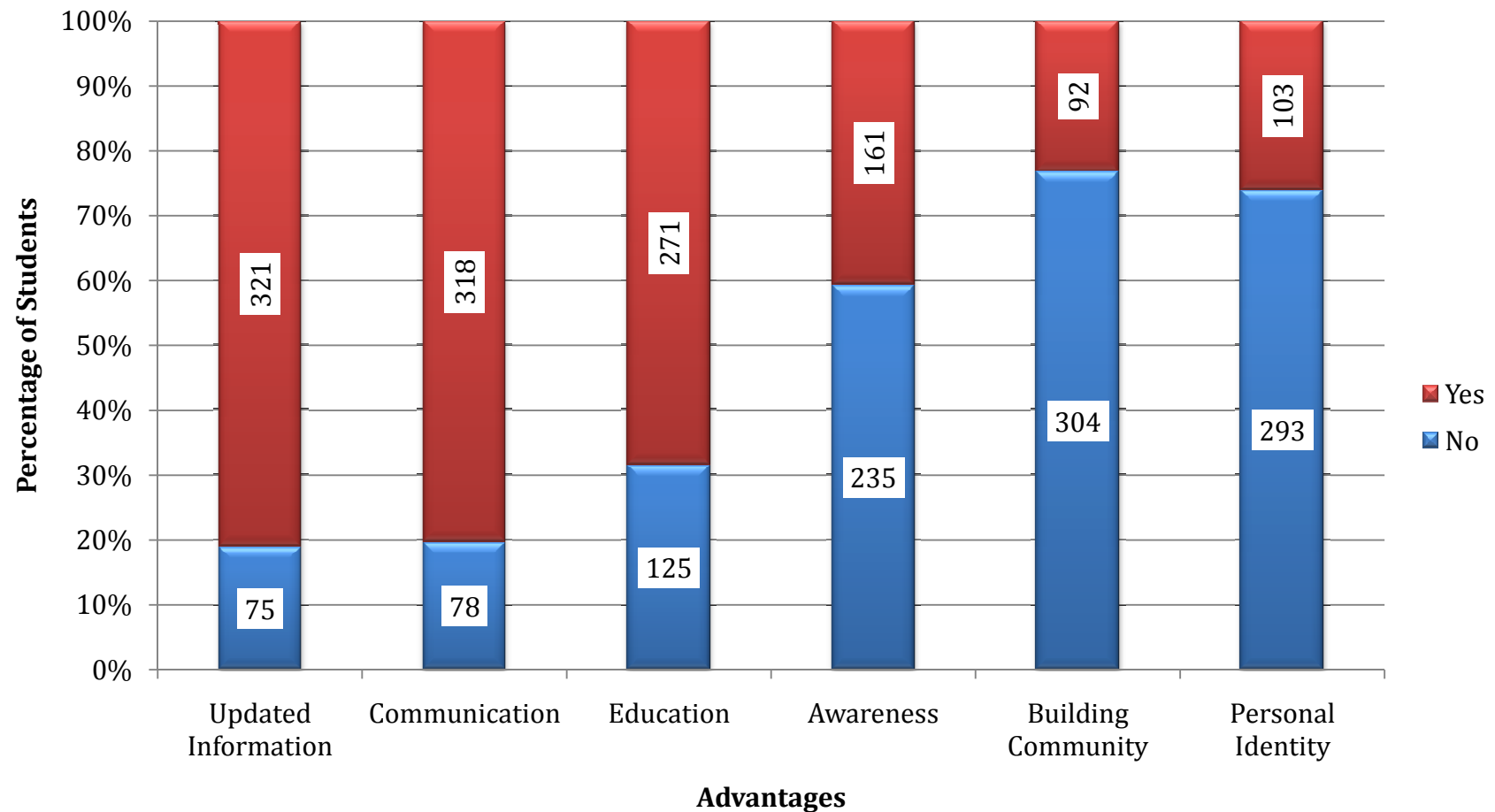
4.1. Exploratory Data Analysis...

Bar diagram showing distribution of students according to daily usage time



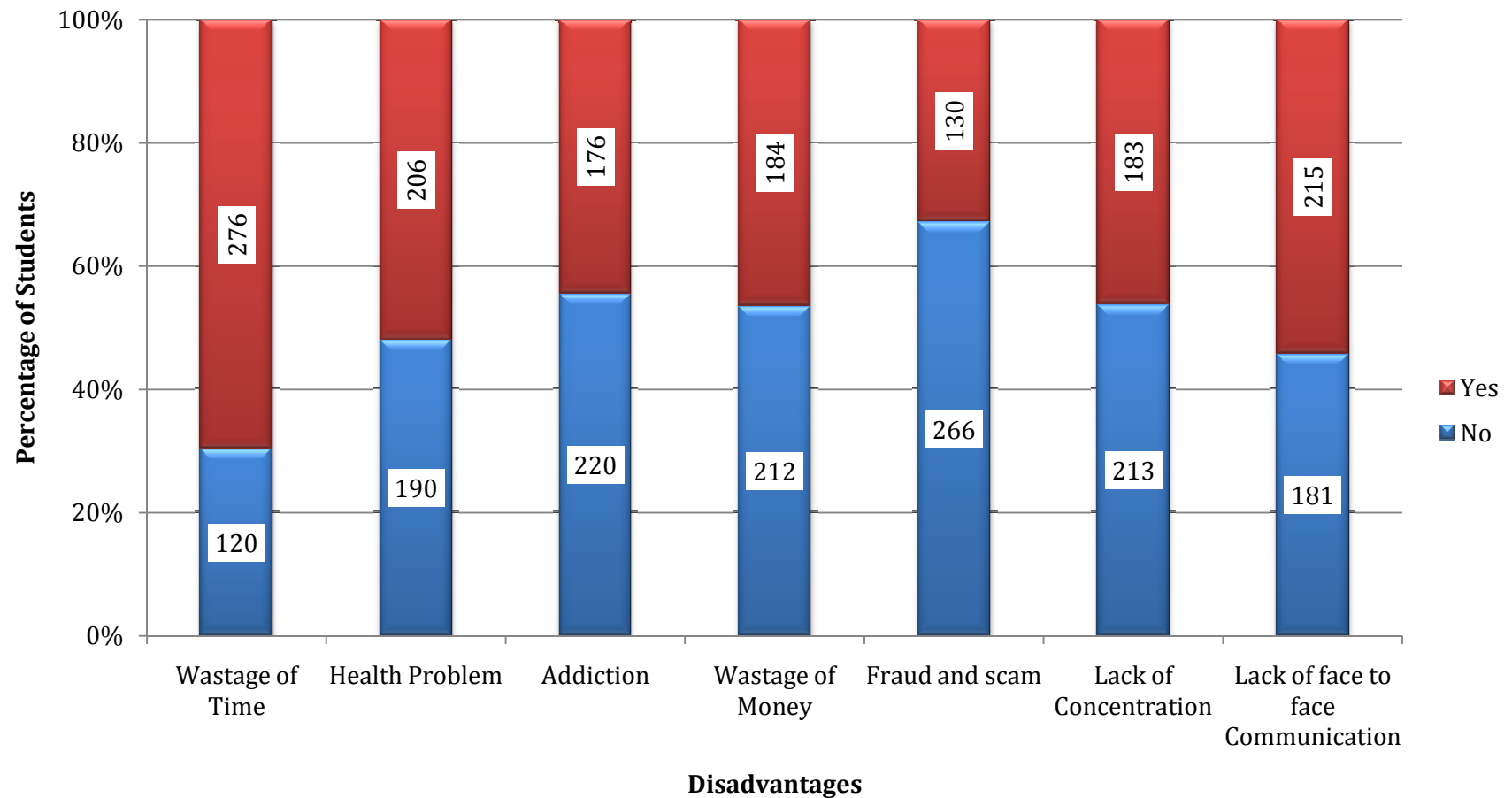
4.1. Exploratory Data Analysis...

Divided percentage bar diagram showing percentage of students according to awareness about advantages of social media



4.1. Exploratory Data Analysis...

Divided percentage bar diagram showing percentage of students according to awareness about disadvantages of social media



4.2. Testing of Hypothesis

Different hypotheses were set to study the relationship between some variables and significance of difference between means of time spends for usage of different social media. These hypotheses are formulated as follows:

Hypothesis 1: There is significant relation between types of respondents (i.e. Teenagers or Youth) and some variables.

Hypothesis 2: There is significant relation between types of respondents (i.e. Teenagers or Youth) and type of social media used.

Hypothesis 3: There is significant relation between types of respondents (i.e. Teenagers or Youth) and awareness about advantages and disadvantages of use of social media.

Hypothesis 4: There is significant relation between gender and some variables.

Hypothesis 5: There is significant relation between gender and type of social media used.

Hypothesis 6: There is significant relation between gender and awareness about advantages and disadvantages of use of social media.

Hypothesis 7: The average time spend for use of social media by teenagers and youth is significantly different.

4.2.1. Hypothesis 1

Hypothesis 1: There is significant relation between types of respondents (i.e. Teenagers and Youth) and some variables.

Table 4.2.1. Chi square test of association for testing of hypothesis 1

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
1. No. of years of usage of Mobile					
Less than 1 Year	55	48	103	28.65	<0.001 **
1 to 2 Years	75	82	157		
2 to 5 Years	21	63	84		
5 Years and More	10	42	52		
Total	161	235	396		
2. No. of Mobile phones used					
1	80	110	190	0.59	0.90
2	48	78	126		
3	22	30	52		
4 or More	11	17	28		
Total	161	235	396		

**significant at 1% level of significance

4.2.1. Hypothesis 1...

Hypothesis 1: There is significant relation between types of respondents (i.e. Teenagers and Youth) and some variables.

Table 4.2.1. Continued

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
3. Expenses for mobile usage					
Less than 100	71	119	190	1.94	0.58
100 to 200	55	69	124		
200 to 500	27	34	61		
500 and More	8	13	21		
Total	161	235	396		
4. Expenses for internet use					
Less than 100	68	112	180	6.21	0.10
100 to 200	43	75	118		
200 to 500	40	36	76		
500 and More	10	12	22		
Total	161	235	396		

4.2.2. Hypothesis 2

Hypothesis 2: There is significant relation between types of respondents (i.e. Teenagers and Youth) and type of social media used.

Table 4.2.2. Chi square test of association for testing of hypothesis 2

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
Facebook					
No	51	81	132	0.33	0.56
Yes	110	154	264		
Total	161	235	396		
Whatsapp					
No	11	11	22	0.84	0.36
Yes	150	224	374		
Total	161	235	396		
Hike					
No	80	93	173	3.97	0.046*
Yes	81	142	223		
Total	161	235	396		

*significant at 5% level of significance

4.2.2. Hypothesis 2...

Hypothesis 2: There is significant relation between types of respondents (i.e. Teenagers and Youth) and type of social media used.

Table 4.2.2. Continued

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
Yahoo Messenger					
No	156	226	382	0.15	0.70
Yes	5	9	14		
Total	161	235	396		
Skype					
No	158	224	382	2.22 (2.41) ^{\$}	0.13 (0.12)
Yes	3	11	14		
Total	161	235	396		
Instagram					
No	80	135	215	2.32	0.13
Yes	81	100	181		
Total	161	235	396		

^{\$}Indicates values of Fishers exact test.

4.2.2. Hypothesis 2...

Hypothesis 2: There is significant relation between types of respondents (i.e. Teenagers and Youth) and type of social media used.

Table 4.2.2. Continued

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
Twitter					
No	150	218	368	0.02	0.88
Yes	11	17	28		
Total	161	235	396		
Google Duo					
No	121	201	322	6.77	0.009* *
Yes	40	34	74		
Total	161	235	396		
Hangouts					
No	144	229	373	11.19	0.001* *
Yes	17	6	23		
Total	161	235	396		

**significant at 1% level of significance

4.2.3. Hypothesis 3

Hypothesis 3: There is significant relation between types of respondents and awareness about advantages and disadvantages of use of social media.

Table 4.2.3. Chi square test of association for testing of hypothesis 3

Variable	Type of Respondent			Chi-square test	
	Teenagers	Youth	Total	Test value	P-value
Advantages					
Not Aware	93	140	233	0.13	0.72
Aware	68	95	163		
Total	161	235	396		
Disadvantages					
Not Aware	118	168	286	0.15	0.69
Aware	43	67	110		
Total	161	235	396		

4.2.4. Hypothesis 4

Hypothesis 4: There is significant relation between genders of respondent (i.e. Male and Female) and some variables.

Table 4.2.4. Chi square test of association for testing of hypothesis 4

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
1. No. of years of usage of Mobile					
Less than 1 Year	33	70	103	3.78	0.29
1 to 2 Years	52	105	157		
2 to 5 Years	37	47	84		
5 Years and More	17	35	52		
Total	139	257	396		
2. No. of Mobile phones used					
1	62	128	190	5.70	0.13
2	41	85	126		
3	21	31	52		
4 or More	15	13	28		
Total	139	257	396		

4.2.4. Hypothesis 4...

Hypothesis 4: There is significant relation between genders of respondent (i.e. Male and Female) and some variables.

Table 4.2.4. Continued

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
3. Expenses for mobile usage					
Less than 100	61	129	190	6.20	0.10
100 to 200	40	84	124		
200 to 500	27	34	61		
500 and More	11	10	21		
Total	139	257	396		
4. Expenses for internet use					
Less than 100	52	128	180	9.20	0.027*
100 to 200	41	77	118		
200 to 500	35	41	76		
500 and More	11	11	22		
Total	139	257	396		

*significant at 1% level of significance

4.2.5. Hypothesis 5

Hypothesis 5: There is significant relation between genders of respondents (i.e. Male and Female) and type of social media used.

Table 4.2.5. Chi square test of association for testing of hypothesis 5

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
Facebook					
No	9	123	132	69.53	<0.001 **
Yes	130	134	264		
Total	139	257	396		
Whatsapp					
No	7	15	22	0.11	0.74
Yes	132	242	374		
Total	139	257	396		
Hike					
No	53	120	173	2.69	0.10
Yes	86	137	223		
Total	139	257	396		

**significant at 1% level of significance

4.2.5. Hypothesis 5...

Hypothesis 5: There is significant relation between genders of respondents (i.e. Male and Female) and type of social media used.

Table 4.2.5. Continued

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
Yahoo Messenger					
No	133	249	382	0.38	0.54
Yes	6	8	14		
Total	139	257	396		
Skype					
No	131	251	382	3.09	0.08
Yes	8	6	14		
Total	139	257	396		
Instagram					
No	48	167	215	33.70	<0.001 **
Yes	91	90	181		
Total	139	257	396		

**significant at 1% level of significance

4.2.5. Hypothesis 5...

Hypothesis 5: There is significant relation between genders of respondents (i.e. Male and Female) and type of social media used.

Table 4.2.5. Continued

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
Twitter					
No	116	252	368	29.27	<0.001 **
Yes	23	5	28		
Total	139	257	396		
Google Duo					
No	111	211	322	0.29	0.58
Yes	28	46	74		
Total	139	257	396		
Hangouts					
No	130	243	373	0.17	0.68
Yes	9	14	23		
Total	139	257	396		

**significant at 1% level of significance

4.2.6. Hypothesis 6

Hypothesis 6: There is significant relation between gender of respondent and awareness about advantages and disadvantages of use of social media.

Table 4.2.6. Chi square test of association for testing of hypothesis 6

Variable	Gender of Respondent			Chi-square test	
	Male	Female	Total	Test value	P-value
Advantages					
Not Aware	84	149	233	0.22	0.64
Aware	55	108	163		
Total	139	257	396		
Disadvantages					
Not Aware	105	181	286	1.17	0.28
Aware	34	76	110		
Total	139	257	396		

4.2.7. Hypothesis 7

Hypothesis 7: There is significant relation between types of respondents and awareness about advantages and disadvantages of use of social media.

Table 4.2.7. Two Samples t test for testing of hypothesis 7

Social Media Usage time		N	Mean	Std. Deviation	t value	d. f.	p value
Daily	Teenagers	161	63.727	24.273	3.544	394	< 0.001**
	Youth	235	71.553	19.538			
During Exam Period	Teenagers	161	22.453	29.300	1.305	394	0.1926
	Youth	235	18.894	24.688			
During Holidays	Teenagers	161	117.950	22.195	5.463	394	< 0.001**
	Youth	235	106.787	18.296			
At Midnight	Teenagers	161	23.944	29.083	1.743	394	0.0822
	Youth	235	19.213	24.648			

**significant at 1% level of significance

4.2.7. Hypothesis 7...

Hypothesis 7: There is significant relation between types of respondents and awareness about advantages and disadvantages of use of social media.

Table 4.2.7. Continued

Social Media Usage time		N	Mean	Std. Deviation	t value	d. f.	p value
At Morning	Teenagers	161	17.702	30.006	2.432	394	0.0155*
	Youth	235	10.851	25.708			
When Walking	Teenagers	161	7.733	31.551	0.288	394	0.7737
	Youth	235	6.894	26.226			
At Home	Teenagers	161	59.161	24.711	1.027	394	0.3049
	Youth	235	56.809	20.651			
At College	Teenagers	161	25.621	28.841	2.137	394	0.0332*
	Youth	235	19.851	24.570			

*significant at 5% level of significance

4.2.7. Hypothesis 7...

Hypothesis 7: There is significant relation between types of respondents and awareness about advantages and disadvantages of use of social media.

Table 4.2.7. Continued

Social Media Usage time		N	Mean	Std. Deviation	t value	d. f.	p value
In Public Place	Teenagers	161	30.093	28.211	4.090	394	< 0.001**
	Youth	235	19.149	24.656			
When Driving	Teenagers	161	3.075	32.301	0.494	394	0.6213
	Youth	235	1.596	26.935			
When Exercising	Teenagers	161	6.242	31.789	1.139	394	0.2552
	Youth	235	2.872	26.763			
At Recreation Places	Teenagers	161	36.801	27.307	5.157	394	< 0.001**
	Youth	235	23.362	24.142			

**significant at 1% level of significance

4.3. Summary of Hypotheses Tested

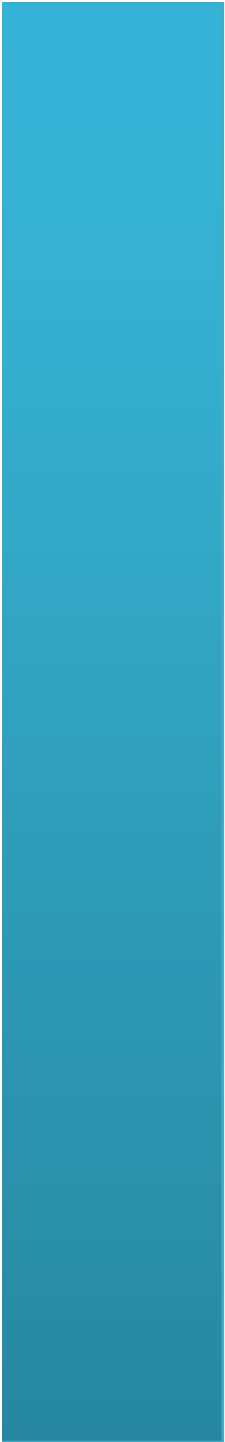
Hypothesis Tested	Accepted For	Rejected for
1. There is significant relation between types of respondents (i.e. Teenagers and Youth) and some variables	1. No. of years of usage of Mobile	2. No. of Mobile phones used, 3. Expenses for mobile usage, 4. Expenses for internet use.
2. There is significant relation between types of respondents (i.e. Teenagers and Youth) and type of social media used	3. Hike 8. Google Duo 9. Hangouts	1. Facebook, 2. Whatsapp, 4. Yahoo Messenger, 5. Skype, 6. Instagram 7. Twitter.
3. There is significant relation between types of respondents (i.e. Teenagers and Youth) and awareness about advantages and disadvantages of use of social media	-	1. Advantages, 2. Disadvantages.

4.3. Summary of Hypotheses Tested...

Hypothesis Tested	Accepted For	Rejected for
4. There is significant relation between gender of respondents (i.e. Male and Female) and some variables	4. Expenses for internet use.	1. No. of years of usage of Mobile, 2. No. of Mobile phones used, 3. Expenses for mobile usage,
5. There is significant relation between gender of respondents (i.e. Male and Female) and type of social media used	1. Facebook, 6. Instagram.	2. Whatsapp, 3. Hike 4. Yahoo Messenger, 5. Skype, 7. Twitter, 8. Google Duo, 9. Hangouts.
6. There is significant relation between gender of respondents (i.e. Male and Female) and awareness about advantages and disadvantages of use of social media	-	1. Advantages, 2. Disadvantages.

4.3. Summary of Hypotheses Tested...

Hypothesis Tested	Accepted For	Rejected for
7. The average time spend for use of social media by teenagers and youth is significantly different	• Daily • During Holidays • At Morning • At College • In Public Place • At Recreation Places	• During Exam • Period • At Midnight • When Walking • At Home • When Driving • When Exercising



Chapter 5

Major Findings and Conclusions

5.1. Major Findings

- It is observed that 103 (26%) students who use mobile phone from less than one year, 157 students (39.6%) use mobile phone from 1 to 2 years and remaining 13.1% students are using mobile from 5 years and above.
- It seems it seems that out of 396 students 264 (66.7%) students use Facebook, 94.4% Students i.e. 374 students are using Whatsapp, 223 students (56.3%) use Hike while 28 students use Yahoo messenger and Skype.
- From this study it is found that 293 (74%) students have given first preference to Whatsapp 48 (12.1%) students have given first preference to Facebook, 21 (5.3%) students have given first preference to Hike while 30 (7.6%) students have given first preference to Instagram.
- It is found that, more number of students use social media daily for 30 to 60 minutes.

5.1. Major Findings...

- It is observed that, 307 (77.5%) students communicate daily with their family through phone calls while 240 (60.6%) students communicate daily with their family through social media. 329 (83.1%) students communicate daily with their friends through phone calls while 346 (87.4%) students communicate daily with their friends through social media.
- It is clear that out of 396 students, 383 (96.7%) students have friends group while 303 (77%) students have family group and 151 (38%) students have other groups on social media.
- From this study, it is found that 321 (81.1%) students think that 'updated information' is an advantage of use of social media whereas 318 (80.3%) students states that 'communication' is an advantage of use of social media.
- This study also revealed about the disadvantages of use of social media. It is found that 276 (69.7%) students think that 'wastage of time' is a disadvantage of use of social media.

5.2. Conclusions

- It is concluded that the no. of mobile phones used, expenses for mobile usage for calling and text messaging and expenses for internet usage are not significantly related with the type of respondents.
- It is concluded that type of social media used like Facebook, Whatsapp, Yahoo Messenger, Skype, Instagram, Twitter and other social media are not significantly related with the type of respondent. However, there is significant relation between the use of Hike, Google Duo and Hangouts and the type of respondents.
- It is concluded that there is no significant relation of type of respondents with awareness about advantages of use of social media and awareness about disadvantages of use of social media.
- It is concluded that no. of years of usage of mobile, no. of mobile phones used and expenses for mobile usage for calling and text messaging are not significantly related with the genders. However, there is significant relation between genders of the respondent and the expenses for use of internet on mobile.

5.2. Conclusions...

- It is concluded that no. of years of usage of mobile, no. of mobile phones used and expenses for mobile usage for calling and text messaging are not significantly related with the genders. However, there is significant relation between gender of the respondents and the expenses for use of internet on mobile.
- It is concluded that type of social media used like Whatsapp, Hike, Yahoo Messenger, Skype, Twitter, Google Duo, Hangouts and other social media are not significantly related with the gender of respondents. However, there is significant relation of gender of respondents with the use of Facebook and Instagram.
- It is concluded that the average time spend for use of social media daily, during holidays, in public places, at recreation places, at morning and at college is significantly different in teenagers and youth. It is also concluded that the average time spends for use of social media during exam period, at midnight, when walking, at home, when driving and when exercising by teenagers and by youth is not significantly different.

Scope and Limitations

The present study is restricted to the D.R.K. College of Commerce only. The smart mobile phone users (students) only were enrolled in this study and their views regarding advantages and disadvantages were considered. The present study attempts to examine the usage of social media among the teenagers and youth of Commerce and Management students. It may happen that the other faculty student's perception regarding use of social media will be different.

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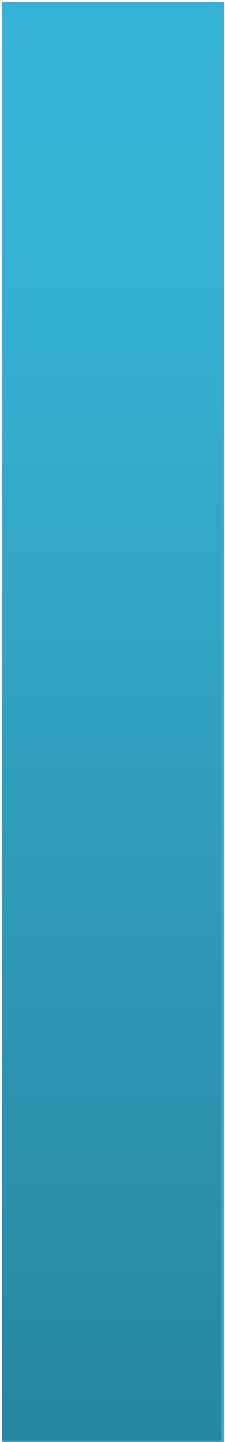
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Thank You