

## USAGE OF SOCIAL MEDIA BY ADOLESCENTS OF JAMMU

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### Abstract

The present research was conducted to study the profile of adolescents using Social Media. The sample for the study was 400 adolescents, out of which there were 200 boys and 200 girls in the age group of 16– 18 years. The sample, which was identified by screening, was selected using multistage sampling technique. Self Devised Questionnaire was used along with some probing on certain issues. Majority of adolescents accessed Social Media on their mobile phones and have created their account on Social Media themselves. Facebook was the most preferred Social Media used by adolescents. The boys have been using Social Media on an average since  $3.62 \pm 0.079$  years and girls since  $2.86 \pm 1.22$  years. They do not aware that the profile on Social Media cannot be created before the age of 18 years, and they say that their Parents do not stop them from creating their profiles. Features that attract adolescent most on Social Media are updating their status, along with chatting and Photo sharing.

Key words: - Social Media, Adolescents, Chatting and Photo sharing.

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## Introduction

In today's scenario, everybody around us using one or other kind of social media. But younger generation are the ones who were adopting these technologies far more better in their daily lives than their counter parts . Every Webpage that allows for social interaction is considered to be a Social Media site. These pages include the social network pages like Facebook, Twitter, Instagram, Snap chat, Gaming sites and virtual worlds such as Club Penguin ; video sites such as YouTube, and Daily Motion. Progress of Children Report (2012) says that adolescent's interactions with media are constantly evolving. In all the countries a higher proportion of people under the age of 25 uses the Internet. It's not difficult to recognize that Social Media has many advantages such as having the ability to connect with people, staying in touch with friends and family who are far away, and having the freedom to communicate whenever and where ever (UNICEF,2011). Technology has powered an explosion of media usage among young people in the last five years –so much so that young people spend about as much time consuming media every day (7 hours, 38 minutes) as their parents spend working ,according to a study of 8- to 18-year-olds by the Kaiser Family Foundation (2010).As a social context, social networking sites enable multiple communication functions, such as e-mail, instant messaging, chats, blogs, downloading, to allow adolescents to participate and co-construct their own environment (Greenfield and Yan, 2007).

Social Media has led to positive changes in the way people communicate and share information. However, every development has its own shortcoming. Social networking can sometimes result in negative outcomes, some with long-term consequences (Karen, 2010). Youth aged 15–24 are generally more likely to use the Internet than adolescent's aged 10-14 years. The gap in usage is narrower in economies in transition and in industrialized countries. With the number of people forecast to be using mobile devices to access the Internet growing from 14 million in 2010 to 788 million by 2015, it is important to understand how adolescent users fit into this picture( UNICEF,2012). The present study has been conducted to know the usage of Social Media by adolescents in Jammu, winter capital of Jammu and Kashmir. It will helps to understand the Pattern of usage of Social Media by adolescents by knowing who have created their Social Media profile, at what age and in which year, access to social media, sites preferred, availability of social media at home or some other place and features which adolescent use on social media.

Social Media is changing day by day and has now becoming a part of life. Thus, this study will help in understanding the usage pattern of adolescents of Jammu, on all the above cited issues.

### Objectives

1 To study the profile of adolescents using Social Media in context of:

- a) Access to Social Media
- b) Sites accessed
- c) Creation of Profile
- d) Features they use on Social Media

### Research Methodology:

#### 1. Sample

**a. Size:** The sample of the study comprises of 400 adolescents (200 girls and 200 boys) in the age group of 16-18 years from urban areas of Jammu.

**b. Sampling Procedure:** A list of schools, located in the Jammu city, was prepared and from this list schools were selected randomly through lottery method. From these schools, 400 adolescents were identified fulfilling the criteria for sample selection.

#### c. Criteria for sample selection:

- **School:** Only schools from urban areas of the Jammu city were selected.
- **Use of Social Media:** Only those students were selected who were using Social Media. This was done by first conducting a survey in schools of Jammu and preparing a list of 'users' for final sample selection.

#### 2 Tools used for the study:

- a. Screening:** A self devised questionnaire was used to collect the information regarding the usage of Social Media by adolescents.
- b. Questionnaire:** Questionnaire was prepared to collect information about the use of Social Media by adolescents. It includes questions on background variables and information about place, sites accessed and features used on Social Media.

**3. Data Collection:** After the screening was done to identify the users, a self prepared questionnaire was pretested on 50 adolescents. Pretesting was done to ensure the validity of the questionnaire which was based on the screening. After the selection of the sample and

finalization of tools, the data was collected by visiting the selected school in urban areas of Jammu city.

**4 Data Analysis:** Content analysis was done for all the responses obtained. Descriptive coding categories were devised to organize the data. These categories were formulated to highlight the major responses and to derive conclusion based on these.

## RESULTS

### Background Information of the Users

**Table 1: Profile of adolescent using Social Media.**

Responses	Boys (n=200)		Girls (n=200)		Total (n=400)	
	N	%	N	%	N	%
<b>Age (in Years)</b>						
16	73	36.5	70	35	143	35.8
17	63	31.5	75	37.5	138	34.5
18	55	27.5	64	32	119	29.8
<b>Mean±S.D</b>	16.95±0.828		16.92 ±0.785		16.93 ± .808	
<b>Education</b>						
10 <sup>th</sup>	40	20	44	22	84	21
11 <sup>th</sup>	74	37	67	33.5	141	35.2
12 <sup>th</sup>	86	43	89	44.5	175	43.8
<b>Mean±S.D</b>	11.23 ± .761		11.22 ± .785		11.22 ± .772	

Table 1 shows that 35.8% adolescents (35% girls and 36.5% boys) were 16 years of age, 34.5% adolescents (37.5% girls and 31.5% boys) were of 17 years and 29.8% adolescents (32% girls and 27.5% boys) were 18 years of age. The mean age of girls is 16.92± 0.785 years and that of boys is 16.95 ± 0.828 years. Majority of 43.8% adolescents were studying in class 12<sup>th</sup>, 35.25% adolescents were studying in 11<sup>th</sup> class and rest 21% adolescents were studying in 10<sup>th</sup> class. The mean level of education for boys and girls is 11.22 ± 0.785 and 11.23± 0.761 classes, respectively.

**Table 2: Social Media Access**

Responses	Boys (n=200)		Girls(n=200)		Total (n=400)	
	N	%	N	%	N	%

<b>Place of using Social Media:-</b>						
Home	121	60.5	140	70	261	<b>65.2</b>
School	41	20.5	26	13	67	16.8
Cyber Café	20	10	9	4.5	29	7.2
Friend's house	18	9	25	12.5	43	10.8
$\chi^2$	10.053**					
<b>Gadget owned:-</b>						
Mobile	182	91	191	95.5	373	<b>93.2</b>
Computer	129	64.5	138	69	267	66.7
Tablet	39	9.5	68	24	107	26.7
A videogame PSP	54	27	16	8	70	17.5
I phone	18	9	5	2.5	23	5.75
<b>Gadget mostly used for Social Media:-</b>						
Mobile	110	55	103	51.5	213	<b>53.2</b>
Computer	55	27.5	80	40	135	33.8
Tablet	30	15	14	7	44	11
I phone	5	5	3	1.5	8	2
$\chi^2$	9.674**					

\*Significant at 5% level, \*\* Significant at 1% level

Table 2 reveals that 65.2% adolescents (60.5% boys and 70% girls) were using Social Media at their homes followed by school (16.8% adolescents i.e. 20.5% boys and 13% girls), friend's house (10.8% a adolescents i.e. 9% boys and 12.5% girls) and Cybercafé (7.2 adolescents i.e.. 10% boys and 4.5% girls). Chi square values reveal significant gender differences in the place of using social media.

Majority of adolescents (93.25% adolescents i.e. 91% boys and 95.5% girls) own gadgets like mobile, computer(66.75% adolescents i.e. 64.5% boys and 69% girls), tablet (26.75% adolescents i.e. 19.5% boys and 24% girls),PSP (17.5% adolescents i.e. 27% boys and 8% girls) and I phone(5.75% adolescents i.e. 9% boys and 2.5% girls).

Almost 53.2% adolescent (55% boys and 51.5% girls )used mobile mostly as their gadget for accessing Social Media followed by Computer (33.8% adolescents i.e. 27.5% boys and 40 % girls) ,Tablet(11% adolescents i.e. 15% boys and 7% girls) and I phone (2% adolescents i.e. 2.5 % boys and 1.5 % girls). Chi square value reveals significant gender differences for the gadget mostly used for Social Media.

**Table 3: Social Media Sites Preferred**

Responses	Boys (n=200)		Girls(n=200)		Total (n=400)	
	N	%	N	%	N	%
Face book	92	46	122	61	214	53.5
Whatsapp	64	32	52	26	116	29
Instagram	16	8	12	6	28	7
You tube	11	5.5	5	2.5	16	4
Gaming sites	17	8.5	9	4.5	26	6.5
$\chi^2$			10.73*			

\*Significant at 5% level

Table 3 reveals that 53.5% respondent's access Facebook, 29% Whatsapp, 6.5%, Gaming sites, 7% Instagram and 4% You tube. Chi square value reveals significant sex differences on the Social Media sites preferred.

**Table 4: Creation of Profile on Social Media**

Responses	Boys (n=200)		Girls (n=200)		Total (n=400)	
	N	%	N	%	N	%
<b>Social Media account created by:-</b>						
Self	57	28.5	52	26	109	27.2
Friends	51	25.5	39	19.5	90	22.5
Brother	36	18	30	15	66	16.5
Sister	17	8.5	45	22.5	62	15.5
Father	8	4	19	9.5	27	6.8
Mother	11	5.5	2	1	13	3.2
Cyber cafe	13	6.5	4	2	17	4.2
Relatives	7	3.5	9	4.5	16	4
$\chi^2$			26.08**			
<b>Profile created on which Social Media?</b>						
Facebook	200	100	200	100	400	<b>100</b>
WhatsApp	181	90.5	172	86	353	88.25
Other WhatsApp profile	19	9.5	28	14	47	11.75
Gmail	137	68.5	158	79	295	73.75
Twitter	122	61	78	39	200	50
Rediffmail	50	25	39	19.5	89	22.25
Yahoo	25	12.5	13	6.5	38	9.5
<b>Do you understand that a profile cannot be created before 18 years of age?</b>						
Yes	67	33.5	85	42.5	152	38
No	133	66.5	115	57.5	248	<b>62</b>

$\chi^2$	3.4					
<b>Do parents stop you from creating the profile?</b>						
Yes	32	16	49	24.5	81	20.25
No	168	84	151	75	31.9	<b>79.75</b>
$\chi^2$	4.47*					

\*Significant at 5% level, \*\* Significant at 1% level

Table 4 reveals that 28.5% boys have created their account on Social Media themselves followed by friends(25.5%), brothers (18%),sisters (8.5%), cyber café (6.5%),mothers(5.5%) and fathers(4%) and relatives(3.5%).Twenty six percent girls have created their account themselves ,followed by sisters (22.5%), friends(19.5%), brothers(15%), fathers(9.5%),relatives(4.5%),cybercafé owner (2%)and mothers (1%).Chi square value reveals significant gender differences.

All adolescents have their profile on Facebook, Whatsapp (88.25%), Gmail (73.75%), Twitter (50%), Rediffmail (22.25%), other WhatsApp profile (11.75%) and Yahoo(9.5%).Majority of the adolescents (62%) were not aware that the profile cannot be created before 18 years of age. Majority of the adolescents (79.5%) said that their Parents do not stop them from creating their profile.

**Table 4.1: Age and Year when profile was created on Social Media**

Responses	Boys (n=200)		Girls (n=200)		Total (n=400)		t test
	N	%	N	%	N	%	
<b>Age when profile was created (in years)</b>							
11	5	2.5	4	2	9	2.2	
12	31	15.5	18	9	49	12.2	
13	86	43	38	19	124	<b>31</b>	
14	55	27.5	62	31	117	29.2	
15	18	9	45	22.5	63	15.8	
16	4	2	26	13	30	7.5	
17	1	0.5	7	3.5	8	2	
<b>Mean±S.D</b>	13.3±.072		14.16±1.33		13.7±1.20		<b>6.709**</b>
<b>Approximately how long have you had your Social Media profile:-</b>							
<b>1 year</b>	10	5	28	14	38	9.5	
<b>2 year</b>	64	32	64	32	128	<b>32</b>	
<b>3 year</b>	60	30	53	26.5	113	28.2	
<b>4</b>	32	16	29	14.5	61	15.2	

5	28	14	12	6	40	10	
6	5	2.5	6	3	11	2.8	
7	1	0.5	8	4	9	2.2	
<b>Mean±S.D</b>	3.62±.079		2.86±1.22		3.24 ±1.233		<b>6.514**</b>

\*\* Significant at 1% level

It is evident from the table 4.1 that majority of the boys (43%) were 13 years of age when their profile was created on Social Media where as majority of girls 27.5% were 14 years of age and 22.5% were 15 years of age when their profile was created. The mean age of boys at creation of profile is 13.3±.072 and that of girls are 14.16±1.33. 't' test reveals significant gender differences. Majority of 32% boys and 32% girls have been using Social Media since 2 year. The boys have been using Social Media since on an average 3.62±.079 and girls 2.86±1.22. T test reveals significant gender differences.

**Table 5: Features that attracts you most on Social Media**

Responses	Boys (n=200)		Girls (n=200)		Total (n=400)	
	N	%	N	%	N	%
Updating status	196	98	188	94	384	<b>96</b>
Chatting	196	98	187	93.5	383	<b>95.75</b>
Sending instant message	181	90.5	188	94	369	92.25
Picture sharing	188	94	179	89.5	367	91.75
Games	193	96.5	154	77	347	86.75
Videos sharing	176	88	167	83.5	343	85.75
Join groups	179	89.5	162	81	341	85.25
Picture sharing	188	94	179	89.5	367	91.75
Music sharing	124	62	112	56	236	59
Sending emails	82	41	69	34.5	151	37.75

Table 5 reveals that Status updating is the feature that is used by almost all the adolescents(96%) along with Chatting(95.75%),Sending Instant Message'(92.25%), Picture sharing (91.75%),Playing online games(86.75%), Joining Groups (85.25%),Video sharing(85.75%),Music sharing(74.5%) and Sending emails to others'(37.75%).

## Conclusion

Using Social Media is among the most common things for today's generation. In the present study adolescent were using Social Media at their homes, consistent with the results of Katoch(2014) and Sharma(2015) that adolescents were mostly using Social Media at their home. Mobile was used mostly for accessing Social Media, a finding consistent with the findings of Sharma (2014) and Watten (2008).Majority of adolescents have created their account themselves. Results of the present study further show that the adolescents created their social media profile at the age of 13.7 years. Boys created their profiles at a significantly younger age than girls. Remma and Gopal (2014) in their study found that the starting age for using Social networking is 14.6 years of age. Facebook and Whatsapp are being used by almost all the respondents and results are supported by Lenhart (2011) and partly supported by Sawhney's (2013) findings. Adolescents were using features of a social media such as updating their status, chatting, joining groups and Photo sharing. UNICEF report on Progress of Children (2011) also says that Social network sites, online games, video-sharing sites and gadgets, such as iPods and mobile phones are now fixtures of youth culture (UNICEF, 2011).

As reported by majority of the adolescents their parents do not stop them from creating the profile on social media. Only very few parents stop their adolescents from using social media. Significant gender differences were found among adolescents view about parental control in profile creation. Similarly, Living stone et al (2013) state that only 30% of 16 years old whose parents ban their use of social networking sites have a profile. In spite of such issues, social media are being used by adolescents for identity, expression and networking. Social media is something which has permeated the lives of all, especially adolescents who are using it in an unlimited manner. Their parents are not controlling the usage either due to lack of awareness or because they themselves use the Social media. Hence media literacy both for parents and adolescents needs to be promoted.

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