

A Study on Social Media Usage and Behavioral Patterns of Gen Y And Gen Z in Social Media

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ABSTRACT

Social media has become essential for modern communication, allowing people to communicate locally and globally. This form of communication is growing rapidly in modern culture. Thus, social media has a major impact on modern life and human conduct. Therefore, a study is done to determine how social networking sites affect different age cohorts' behaviour. The study examined changes in daily living behaviours, including consumerism, education, social connections, leisure activities, and others. A structured questionnaire was used to interview participants of various ages to achieve this goal. According to scholarly research, in modern lifestyles, people expect to choose their reading material and quickly contribute to important evidence and ideas. It was decided that social media's increased reciprocal relationships through quick contact were laying the groundwork for attention. The emphasis has caused Generation Y and Generation Z to develop certain behaviours, leading to the abandoning of traditional lives.

INTRODUCTION

We live in the age of the internet, which is rife with social media. The way information is shared has been profoundly altered by the rise of social networking. This has opened up several opportunities for mutual growth and learning. People engage with the ideas of other people who are also online through the use of social media by sharing the content they create themselves. This alone creates a significant quantity of information from only a few hundred people commenting on the post. The rapid and exponential expansion of information sharing is a crucial factor that contributes to the strength and influence of social media platforms such as Facebook, Twitter, and WhatsApp, as well as YouTube, and other similar platforms. The rapid response time of this web of media is what corresponds with different patterns of behaviour. (Harald, 2013).

Psychological impacts and the toll it can have on intimate romantic relationships have long been of particular interest to researchers studying the negative effects of social media. (Fox & Warber, 2014). Fox and Warber (2014) discovered that people who experienced relationship insecurity were more likely to engage in Interpersonal Electronic Surveillance practices, such as keeping tabs on their partner's social media use. Fox and Warber observed that the proliferation of social media has made it simpler to spread such disinformation, which in turn increases people's sense of unease. Other researchers looked into infidelity behaviours (like cybersex and befriending romantic interests while in a relationship) online and found that people with lower relationship satisfaction engaged in these activities more frequently. (McDaniel, Drouin, & Cravens, 2017). Those who reported the lowest levels of relationship satisfaction also, on average, had the highest levels of worry. This is significant because the negative impacts of social media may be attributable in part to shared vulnerabilities in these people's mental health. Anxiety over being judged by others could be a complicating element, according to Caplan (2007), which could explain why people make mistakes on social networking.

Although social media is frequently criticised for its societal implications, the most important components involved in the society impact are behaviours initiated at the individual level.

It is equally imperative to examine the potential positive ramifications of social media usage as it is critical to grasp the aforementioned adverse consequences. In light of recent social media trends pertaining to prosocial movements, interest in the potential positive impacts of social media has increased. Tens of thousands of people across the United States have been captivated by these movements, including some who have no direct affiliation with the populations whose participation they advocate for. As stated on the ALS Association website, more than 440 million individuals have viewed more than 17 million videos that have been uploaded to Facebook in support of the Ice Bucket Challenge (About ALS, n.d.). A participant was required to unload a large bucket of ice water over his or her head, after which they would donate a monetary amount to the ALS Association. The aforementioned contributions furnished research funding and financial aid to the estimated 30,000 Americans who are presently experiencing amyotrophic lateral sclerosis. GoFundMe is an additional social fundraising platform that has seemingly revolutionised the landscape of social media. More than 25 million donors have enabled acquaintances and friends to provide financial assistance to those in need over the past seven years.

Individuals on the verge of maturity have also benefited from social media.

They are able to receive knowledge that is helpful from the internet, which is the primary reason why there is no doubt that social media contributes to the improvement of both personal and societal progress. Through the use of various forms of social media, a great number of lectures and classes have been delivered. However, social media does have its drawbacks, the most significant of which is that when children are not adequately supervised, it may have a negative impact on their use of social media since they will imbibe the negative side. As a side note, these days parents are so preoccupied with providing for their families that they rarely have the opportunity to sit down and talk with their offspring. There are a lot of queries that can be answered by parents that are posed and answered on the internet. Because young people do not have the benefit of speaking with and learning social behavior from their parents, the majority of young people nowadays learn social behavior through conversation on social media platforms like Facebook and WhatsApp. As a result, they have respect for both their elders and their peers. Children and teenagers no longer appreciate their cultural legacy; as a result of social media, a significant number of young women have been victims of sexual harassment, and a significant number of young males have become victims of fraud. Addiction to social media is another factor that contributes to strained relationships with parents.

Based on scholarly investigations into the concepts of bridging and bonding in the context of social capital, it has been observed that social media platforms play a significant role in aiding students in the establishment of fresh social connections, hence facilitating their adaptation to unfamiliar environments. According to Mazzoni and Iannone (2014), Social capital refers to the quantity of social relationships an individual possesses. Bridging, on the other hand, pertains to the quantity of connections between individuals who differ from one another, yet have the potential for favourable future interactions, such as professional networking. Lastly, bonding refers to the quantity of interactions occurring within homogeneous groups of close friends.

The following research question was raised in response to the research problem:

- What are the major problems while using social media platforms?
- What impact does social media have on people's social behaviour?

RESEARCH OBJECTIVES:

- To study about the various social media platforms in India.
- To study the problems associated with the usage of social media platforms in India.
- To study the impact of social media on the social behavior of Gen Y and Gen Z.

RESEARCH METHODOLOGY:

The core data for this study came from respondents who filled out standardized questionnaires, while the secondary data came from people who did research in libraries. Python was utilized to perform a Student's t-test on the study's hypotheses to analyze the results.

SOCIAL MEDIA PLATFORMS IN INDIA:

- **Instagram:**

Instagram, or "Insta," is a photo-sharing app that has evolved into a multi-tiered communications platform where users can engage with both brands and each other. Present day Instagram users can upload videos, stories, and photographs to the platform. In 2010, Kevin Systrom and Mike Kreiger launched a social networking service for sharing photographs and videos; Facebook, then known as Meta platforms, purchased the company. As an Instagram user, we may share photos and videos, view the feeds of people we follow, and add location labels to your own photos. Influencers who rely on Instagram to make a living have helped spread the app's popularity. Influencers amass thousands of followers and put them to use for companies. Instagram was the first app to feature influencers, and others soon followed. Currently, Instagram has 230.25 million users that are actively logging in each day.

- **Facebook:**

One of the most popular social media apps worldwide is Facebook, currently known as Meta. It was first introduced in 2004 as a basic social network but has since developed into a massive marketing organization, with 2.934 billion active users per day. Any device with an active internet connection, including computers, tablets, and smartphones, may access Facebook. We have the option of posting text, images, and other media that is subsequently shared with other users, our "friends," or the general public if our privacy settings permit it. Text is being used by brands to tell captivating stories that audiences enjoy. Brands utilise Facebook nowadays for a variety of purposes, including hosting events, selling products, announcing their product line, building accounts specifically for their products, and more. Facebook has undeniably proven essential to a brand's success in the digital sphere.

- **Twitter:**

Microblogging and social networking are brought together in the form of Twitter. Users communicate through posts called "tweets". There are currently 237.8 million daily active users on Twitter. Unregistered users can read public tweets and participate in the conversation by clicking the "like" or "retweet" buttons. Those who enjoy expressing public statements online have made Twitter a popular platform. The 280-character limit means you can't say much, but for the average Twitter user, that's usually plenty. Twitter has been around since July of 2006, and it just added the ability to publish videos and photographs and "like" other people's posts. Celebrities like Elon Musk and Bill Gates, as well as those in the entertainment and sports industries, have helped propel Twitter's widespread appeal.

- **YouTube:**

YouTube lets users watch, like, share, comment, and upload videos. The video service works on PCs, laptops, tablets, and phones. YouTube's website and apps attract around 122 million users everyday. YouTube was created to allow anyone to upload videos. The site was expected to allow free uploading, sharing, and watching. It has also created a new profession, YouTube content creator, which can be lucrative for some YouTubers worldwide. Eventually, it became a top video distribution website. Many content creators make a solid living selling ad space before or on their site-posted films.

- **LinkedIn:**

LinkedIn is a professional social networking site that differs from others in that it does not focus on photographs and videos and does not have a "story" element. This American commerce and job-related service is available via the website and mobile app. This program, which was released in May 2003, is primarily used for white-collar networking and job growth. Employers can post jobs and job seekers can

upload their resumes. LinkedIn has been owned by Microsoft since December 2016. Approximately 134.5 million LinkedIn users are active each day.

- **Moj:**

Mohalla Tech Private Limited, situated in Bangalore, is the company that owns the social networking service known as Moj. The application for social media platforms gives users the ability to produce short films that can include things like emoticons, stickers, and special effects. Users of Moj are able to download videos, and the app is available in 15 different languages. This program, which was released almost immediately following the suspension of Tiktok, has 100 million users in just six months after it was initially released. Moj has close to 300 million monthly active users and 3 million daily content uploads that receive close to 6 billion daily views.

- **Pinterest:**

Pinterest is one of the largest social networks dedicated to sharing visual content, such as photos, videos, infographics, and other visual presentations of information, with 450 million active users monthly. More than that, it serves as a "drawer of ideas" for the vast majority of users who are working on or considering an online project. Our "pins" (publications) can be filed and shared with others in a variety of ways, including by topic, interest, and hobby. Therefore, we should not utilise it as a social network. It has been one of the fastest-growing platforms in recent years, thanks to the widespread acclaim accorded its distinctive design since its start. Even if we had never heard of Pinterest before, its name is sure to have left us wondering what it was named. It gets its name from the fact that its makers digitised a traditional cork board, where pictures are hung with push pins. Therefore, its primary function is to facilitate the sharing of multimedia in an Instagram-like format. Its name derives from the two words "Pin" (for thumbtack) and "Interest" (for something of interest).

- **Snapchat:**

Snapchat is a very recent example of a social media app. Snapchat is a messaging app and tool created by American company Snap Inc. Now, 363 million individuals worldwide use Snapchat every day. Snaps and their accompanying messages only remain viewable for a limited time. As Snapchat has evolved, its primary use has shifted from private photo messaging to public "Stories." There's also a "Discover" section that allows commercial entities to display ad-supported short videos. Snapchat also employs end-to-end encryption and has ambitious intentions to roll it out system-wide. Snapchat is often cited as an example of how social media might evolve to better suit mobile devices. Snapchat is being used by companies to communicate with their customers. It's one of the most popular social media apps among the modern online population, and for good reason.

- **Skype:**

Microsoft owned Skype, is a video-calling and texting app. This cross-platform tool lets users talk on phones, tablets, and PCs. Skype uses a private VoIP telephony protocol for high-quality P2P calls. Today, millions of people use Skype for video calls. Skype has improved business relationships for organizations. Skype has many features, including a paid voice call service over a mobile or fixed network, chat and send files like audios, images, and emojis, and other applications like Whatsapp, Telegram, and Messenger, which Microsoft removed after the acquisition of Skype. Skype allows users with webcams and microphones to make video conversations and multi-user audio conferences. Additionally, users can be able to send text messages to other mobile devices when using Skype. Each day, more than 40 million people use Skype.

- **Telegram:**

Telegram is an instant messaging program that works on several platforms and is hosted in the cloud. You can have private conversations, video calls, and file transfers. Telegram emerged as a competitor to WhatsApp as that service encountered privacy problems. Although Telegram's initial adopters were businesses, the service quickly gained traction among consumers as well. Users can send one other an infinite number of photos, documents, locations, audio files, and stickers in addition to text messages, voice calls, and video calls. Telegram has steadily gained subscribers since it first went live. With a rise of over 230% from 2019, Telegram now has 55.2 million daily active users and 700 million monthly active users.

- **Whatsapp:**

Since smartphones became widely available, WhatsApp has seen explosive growth in its user base in India. This messaging platform is used by millions of people in India to stay in touch with their loved ones, share jokes, obtain the latest news, and do a great deal more. Because WhatsApp encrypts all our communications, we can use it without worrying about compromising our privacy no matter where we are or when we do so. This is one of the app's many benefits. In addition to this, WhatsApp Messenger may be used in multiple countries simultaneously and facilitates communications across borders. A relatively recent development for WhatsApp was the implementation of its payments feature, which enables users to send and receive monetary payments with one another. A recent study estimates that 2.24 billion people worldwide use Whatsapp each month.

PROBLEMS WITH SOCIAL MEDIA ACCOUNTS:

- **Data Privacy:** One of the primary concerns associated with maintaining accounts across various social media platforms pertains to the safeguarding of personal data. Sensitive information, including but not limited to, can be acquired by advertisers and fraudsters, even in cases when an account is set to private. This study provides an overview of various types of information that individuals commonly share on social media platforms. These include updates pertaining to religious beliefs, work-related events, personal life experiences, and relationships. Additionally, individuals often disclose location data, such as their hometown, check-in locations, previous places of residence, or even their precise address. Personal interests, such as purchasing history and interactions on websites, are also frequently shared. Furthermore, individuals commonly post and share content such as status updates, photos, and videos. Engagement on social media platforms, such as liking, sharing, or commenting on other users' posts, is another aspect of information sharing. Employment data, including current or past jobs, is often disclosed as well. Lastly, personal identifiers, such as social media handles, are frequently shared on these platforms. Social media posts have the potential to unveil attitudinal data, encompassing sentiments and emotions. This data encompasses user perspectives on certain messages and content. Various methods such as surveys, interviews, reviews, comments, preferences, and complaints can be employed in tandem with attitude data. The analysis of social media preference data provides insights into an individual's endorsement of diverse ideologies, interests, and commodities, encompassing political affiliations, culinary preferences, entertainment genres, and religious convictions.

- **Downtime Issues:**

Downtime is a term used in the computer industry to describe the time when a computer or IT system is not functioning. Downtime can be caused by many things, like maintenance shut downs (called "scheduled downtime"), human mistakes, software or hardware problems, or natural events like power outages, fires, floods, or big changes in temperature. About 61% of the social media users across the world report technical issues about logging in, sending messages, and posting due to downtime issues.

- **Security issues:**

There are no effective and reliable security firewalls in place for protecting users' data on social media platforms. All social media networks are currently in the process of implementing two-factor authentication, yet this effort is for vain. There is a consistent lack of functionality across all authenticator services, including SMS verification, backup codes, and all of them. Because of this, users end up registering a new account, causing them to lose all of their previous data and contacts.

- **Social hacking:**

Controlled social behaviour manipulation is called social hacking. Social hacking allows unauthorised access to restricted information or locations. Social hacking assaults usually impersonate someone the victims know or someone in power. Pre-planning and study build victims' trust. Social hackers use familiarity and

trustworthiness to get personal information. Social engineering is usually related with social hacking. "Social hacking" refers to online behaviours and social media activities, even though it controls human action rather than computers. The technique can change public perception and raise social hacking awareness. While knowledge reduces hacks, technology has advanced attack tools.

RESEARCH HYPOTHESIS:

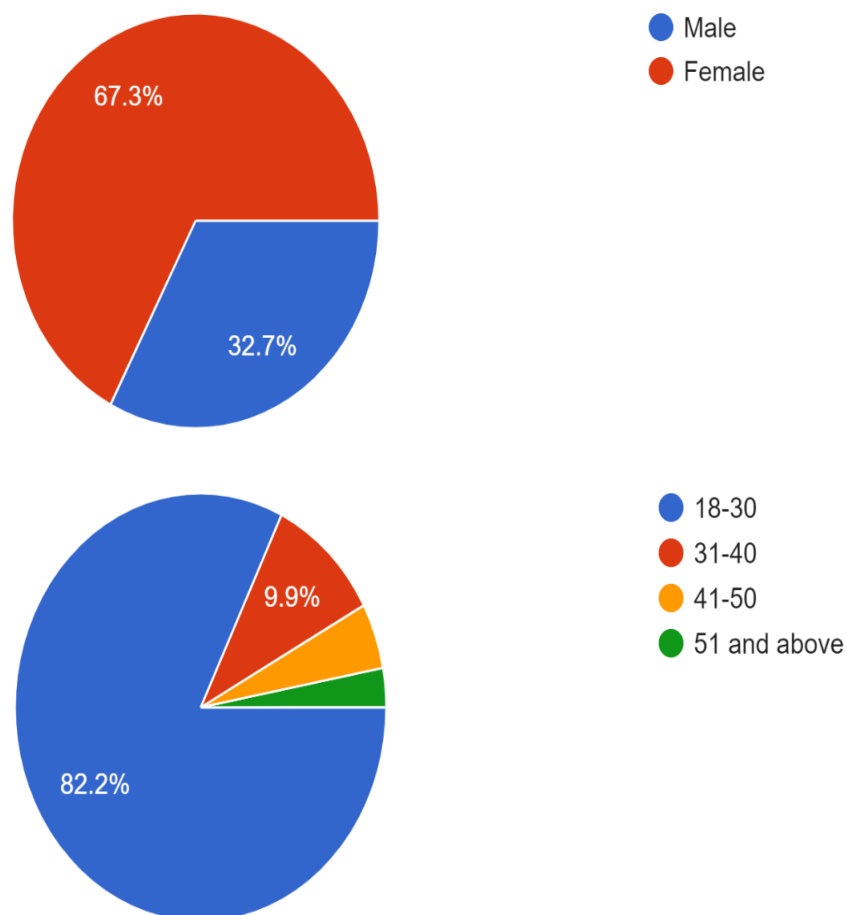
H1: There is no significant impact of user's demographics and the number of social media platforms they use.

H2: There is no significant impact of user's demographics and the number of hours users spend on social media.

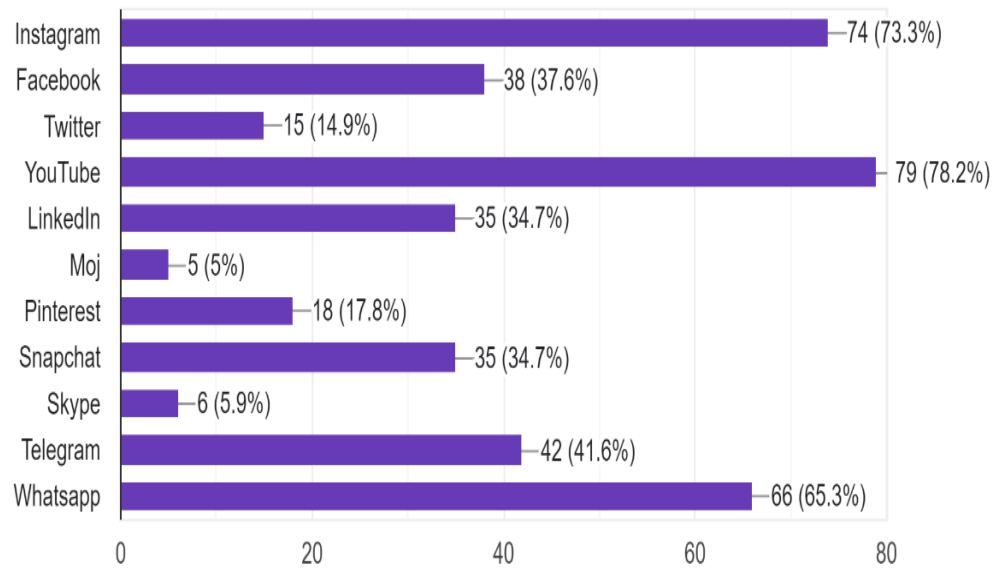
H3: There is no significant impact of user's demographics and the purpose of usage of social media

DATA INTERPRETATION:

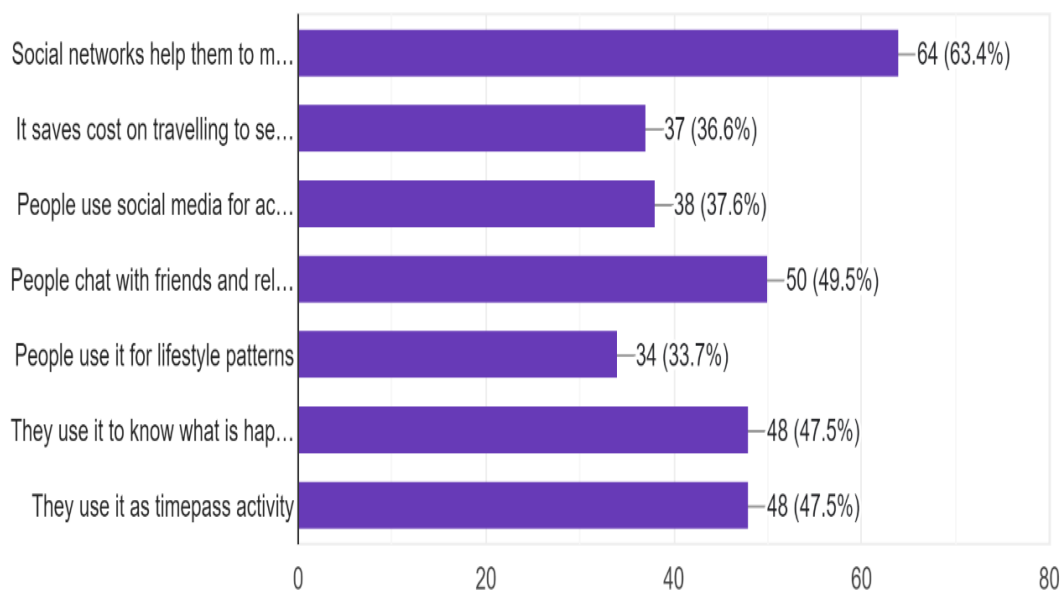
At a p-value of 0.05, percentages, means, and the t-test were utilised to address the research questions and examine the hypotheses that were formulated.



The various age groups and gender that took part in the survey are depicted in the above diagrams. There were 97 responders in all, out of which 60 were female and 37 were male respondents, 80 of whom were in the 18–30 age range, 10 in the 31–40 age range, and 7 in the 41–plus range, which states that the Gen Y and Gen Z users are more active in social media platforms.



The data presented in the preceding figure illustrates the amount of people who use each social networking platform in India. This serves to demonstrate that people in younger age groups use nearly every of the widely used social networking apps that are currently accessible in India, whilst people in older age groups use apps like Whatsapp, YouTube, and Skype only.



Rank order of respondents' perceptions of social media's impact on people's social behavior

	Mean	Rank
Social networks help them to maintain contacts with old friends and create new friends	0.659794	1
People chat with friends and relatives	0.515464	2
They use it to know what is happening in the world	0.494845	3
They use it as timepass activity	0.494845	4
People use social media for academic purposes	0.391753	5
It saves cost on travelling to see family and friends	0.381443	6
People use it for lifestyle patterns	0.350515	7

t-test results:

t value for Gender and number of social media platforms: $t = 3.616470567465574$ $p = 0.00037807981964843584$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
25.25 37.54545454545455
-2.6499435039427786
t value for Age group and number of social media platforms: $t = -2.6499435039427786$ $p = 1.991305609116856$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
33.666666666666664 37.54545454545455
-1.034163763264595
t value for Education and number of social media platforms: $t = -1.034163763264595$ $p = 1.6976915377086343$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
25.25 37.54545454545455
0.0
t value for Age group and Number of hours: $t = 0.0$ $p = 1.0$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
50.5 25.25
7.420572794027628
t value for Gender and Number of hours: $t = 7.420572794027628$ $p = 3.2673863614718357e-12$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
33.666666666666664 37.54545454545455
2.2440545722401635
t value for Education and Number of Hours: $t = 2.2440545722401635$ $p = 0.025924679189917033$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
50.5 30.5
7.17661045436646
t value for Gender and Reason for using social media platforms: $t = 7.17661045436646$ $p = 1.3671286325234178e-11$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
25.25 30.5
-1.2938878022208198
t value for Age group and Reason for using social media platforms: $t = -1.2938878022208198$ $p = 1.8028036369944023$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$
33.666666666666664 30.5
1.0554148288868557
t value for Education and Reason for using social media platforms: $t = 1.0554148288868557$ $p = 0.2925088994010212$
 $t = 0.6476805900695853$ $p = 0.5304771548610671$

Interpretation:

Based on the findings presented above, it is possible to draw the conclusion that the t-calculated value is significantly greater than the t-table value. Consequently, the hypotheses H1, H2, and H3 are invalidated, thereby establishing a substantial correlation between the user's demographic characteristics and the number of social media platforms utilised, the duration of time spent on these platforms, and the motivations underlying their usage.

ANALYSIS OF DATA:

It was found, both via the primary data that was gathered and through the study that was researched from the library, that using social media led to the creation of specific behaviors.

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- Regularly checking in on Instagram or doing so for an extended period of time.
 - Having no objection to being disturbed by a message at inappropriate times, such as during a conference or an exam or a variety of different types of emergencies, etc.
 - The demographic composition of social networking site users is predominantly female, with a significant proportion of these persons engaging in online buying or conducting business activities.
 - Checking social media apps while consuming food, praying, or doing other activities.
 - When it comes to their propensity to utilize these sites, young adults behave very similarly to teenagers. 72% of online users between the ages of 18 and 29 participate in some form of social networking, a figure that is almost comparable to that of youths but much higher than the 39% of internet users over the age of 30 who participate in these activities.
 - The majority of people who use social networking sites are adults, and the majority of adults' social networking experiences are becoming increasingly fragmented.
 - Instagram and Whatsapp are currently the two online social networks that are utilized the most frequently by adults.
 - It also had a significant impact on living away from the internet.
 - People have become more aware of the events taking on around them as a result of increased interaction brought about by Instagram pages, shares and forwards on WhatsApp, and other similar platforms. As a result, they are more inclined to attend sporting events, recreational events, and other similar occasions.

As a result of this, research has shown that in the modern lifestyle scenario, audiences anticipate being able to select what they read and believe that they ought to be able to contribute to the substantial evidence and ideas quickly. Therefore, it was discovered that the increase in the number of mutual links formed as a result of the instant interaction achieved through the use of social media was producing a backbone for attention. This attention backbone has in turn given rise to the variety in behavioral patterns, which has led to an abandonment of traditional ways of living.

OBSERVATIONS & CONCLUSION:

Considering the established correlation between behavioural patterns and social media usage among Generations Y and Z, it is imperative to acknowledge the pivotal role of the internet in shaping these behavioural patterns. The vast amount of information accessible on the internet can be likened to the comprehensive knowledge encompassing the entirety of the cosmos. The matter that necessitates attention, however, pertains to the expense incurred in the provision of information. Upon the culmination of the investigation, the researcher deduced that the younger cohort exhibits a proclivity for predominantly utilising social media platforms as a means of self-expression. The companies responsible for operating social media platforms are cognizant of the increasing trend and have endeavoured to exploit it for their benefit. It has been noted that social media businesses engage in the practise of tailoring material based on their perception of user preferences. This observation suggests that the internet is prioritising the delivery of content based on perceived user preferences rather than providing stuff that is necessary or relevant at the present moment. This observation highlights the fact that social media platforms function as digital platforms where material is subject to filtration and modification without explicit consent from users. The lack of awareness among users regarding the content being omitted from their filter bubble is a growing cause for worry.

Consequently, it has been seen that personalised filters predominantly analyse our most often clicked items, subsequently delivering information that aligns with our past preferences. This phenomenon elucidates the reasons behind the inclination of individuals, particularly those belonging to Generation Y and Generation Z, to engage in prolonged online activities and rely increasingly on the internet as a primary source of information.

Due to this phenomenon, it is imperative that we exercise prudence in relation to the extent of our susceptibility to internet influence. It is imperative to bear in mind that the internet primarily serves as a supplementary platform for communication rather than a primary repository of knowledge.

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