

Influence Of Social Media On Social Services: A Study Of Youngistan

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Abstract

Youngistan, a synonym getting popular for the country called India; which will hold 64% young population by 2020. The Youngistan's biggest advantage over countries like China, US & Japan is its young and dynamic population. With the changing education system and socio-economic factors, the thought process of today's youth is also making drifts; large numbers of students are opting for vocational courses rather going for engineering, management and commerce. They are thinking beyond their bread and butter and taking off for what they think is best for them and what suits them. In a country like India where social service is considered to be the best form of God's prayer, it is interesting to know how Indian youth is driving them for this. Nowadays many youngsters with promising qualifications are opting for services in the social sector. What driving youth crazy for these initiatives? What makes them feel good to do something for society? Social Networking sites provide a wonderful platform for discussion on these issues as it is this media which majority mass rely on and extend their warm support. This paper is an attempt to analyze the influence of Social media over Indian youth to participate in charity and social services. Paper also attempts to suggest the appropriate strategies to make best use of Social media for social services. The study is exploratory in nature and data is collected from 100 youngsters through self designed questionnaire encompassing the statements to judge the influence.

Keywords: Social Media, Youngistan, Youth, Social Service, Charity

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INTRODUCTION:

Countries like India (Youngisthan) where social service is considered to be the best form of God's prayer, all the religions believes in the same directions. Indian child take notice of various forms of communication to be involved in charity. Ramcharit manas says- **परहित सरिस धर्म नहिं भाई** (*Parhit saris dharam nahi bhai*) that means: Helping others is the best Dharma(religion). Social service is the need of present time, as we don't live for ourselves but for the society we are living in. Youngistan (India) is not self-centric, it thinks of other human beings, nature, animals, etc.

Today's Indian youth is sensible and capable enough to sensitize the issues and fight for the betterment of society in all manners. With the communication revolution everyone is connected to thousands and lakhs of acquaintances. With just one click we can share whatever we want to communicate; this is the power of social media. According to IAMAI projection, by end of March 2014, India will have 155 Million internet users.

Social media has come out as one of the best platform for making Indian youth aware about the issues and providing them with platform to contribute their piece. The contribution which society is seeking is the attention, once the attention is captured, work is done. Now a day

youth spend average 50% of their time on internet to surf the social media sites (Chawada et al 2001)

REVIEW OF LITERATURE:

The arrival of social media has impacted everyone's life. Youth are swiftly adopting social media for downloading applications for smartphones and computer tablets to enrich their social lives, engaging in micro-blogging and encourage sharing and communication with friends and family. Besides simply using social media for posting status updates, sharing pictures and updating check-in, today's youth in overall have found that social media applications can really empower them when considering the flow of information. Social Media allows individual to (i) construct a public or private profile within a bounded system (ii) articulate a list of users with whom can connect (iii) view and transverse their list of contacts and those made by other users within the system (Dahan, 2007).

Just after USA and China, India (Youngistan) stands at 3rd for highest number of internet users with 12.6% penetration of the population (Internet Telecommunication Union 2013).

According to Kotler et al (2009), word of mouth is the key aspect of social media; it has innumerable communication and conversions between the involved parties. People talk about various topics and issues, one of the issues is social service. As per Ravi Shankar (2009), in social Media the emphasis is on persuasion to make audience learn, adopt and change their ideas, behavior and practices in keeping with the large social needs which are not clearly perceived by them. Rampal, M.K. and Gupta, S. L. (2010), stated that Social marketing is the application of marketing methods to spear socially beneficial ideas or behaviors. Marketing is designed to influence the behavior of a target audience in which the benefits of the behavior are intended by the marketers to occur primarily to the audience or to the society in general and not to the marketer. Social marketing is sometimes confused with social impact of marketing. Social marketing can be carried on by the public and private non-profit organizations or by individuals as well as profit oriented organizations.

Impact of Social Media on Social Issues:

Its criminal thought of harming morals and values of society. As per the 2010 statistics of Transparency International, more than 54% of Indians bribed to different Governmental departments and offices for getting their work done. Janaagraha has started website www.ipaidabribe.com which focuses on the sharing of instance by the people who have paid bribe for any cause. Now a days we encounter lots of social media initiatives to which caters the informative role in making people aware about the ill practices in the society. Characters like Anna Hazare, Arvind Kejriwal, and others have become prominent figures of society who targets corruption and asking for Jan Lokpal Bill. Facebook page of Join Anna Hazare & India Against Corruption have fans more than 38000 and 3.2 Lakhs respectively. Bloggers like Gurucharan Das are very popular among today's youth.

Presently Social media is playing a role of integrating society, individuals can share their veiws with person sitting in different part of country and world without meeting in person. Either its the issue of Uttaranchal floods, Jan Lokpal, Telangana division or condition of kids in Mujjafarpur riots camp, everybody is ware through social media. Lots of individual are getting aware on the social issues and participating in the betterment of society through social services in the different form of their capacity, more and more people are donating to World Vision, CRY, Peta, HelpAge, etc

While Tobacco control program is yet in planning phase of web based interventions in tobacco related health problems, facebook as a viable option for tobacco related health education among the population (Jaffar 2013 and Freeman 2012). In a study done by DE Ramo et al, at California in 2012 has also recommend Facebook as a mechanism to reach tobacco and other substance users. While use of internet media is considered as a challenge in tobacco control policy, a study done by Chawada (2013) favors use of social media as a communication tool to spread messages among the internet users (MacKenzie 2012)

OBJECTIVES OF THE STUDY:

The objective of this paper work was; (i) to evaluate the social media's impact on Indian youth for charity; (ii) to suggest the appropriate strategies to make best use of media for social sector.

METHODOLOGY:

The Research Design

The study is exploratory in nature and it aims to explore the factors that signify the impact of Social Media advertisement on India Youth. Data collected through self designed questionnaire encompassing the statements to judge the impact.

Thorough review of literature from secondary sources provided the base for identifying the domain, designing and inclusion of various measuring variables in the questionnaire.

The Sample:

Data were collected from 100 respondents who are educated (Min Qualification - Graduate) and using Social media. Sample consisted both of males & females, who have been contacted personally. Out of 100 respondents 50 were Earning and 50 were Students, the age group was 20-40 years; it also includes 70 respondents who have opted for various Social services in last 6 months.

Tools for Data Collection:

A self designed Questionnaire was framed using five point scales from Strongly Disagree to Strongly agree with comparative weights of one to five, data collected from youth who students, working professionals, etc.

Hypotheses Formulation:

Following Null Hypotheses were framed for the research purpose:

1. H01: Social Media does not make any impact with reference to Content Preference on Indian youth for Social Services;
2. H02: Social Media does not make any impact with reference to Information in Ad on Indian youth for Social Services;
3. H03: Social Media does not make any impact with reference to Decision Making on Indian youth for Social Services;
4. H04: Social Media does not make any impact with reference to Consultation on Indian youth for Social Services.

Tools of Data analysis:

Data collected through questionnaire is classified, coded, tabulated and analyzed with the help of Statistical Package for Social Sciences (SPSS, version 17). **The data was subjected**

to factor analysis and 4 factors got emerged indicating the impact of Social Media on Indian youth for Social Services.

RESULTS AND DISCUSSION:

To capture the impact of Social Media on India Youth factor analysis was used. Based on the data collected, Rotated component matrix analysis was done for the variables. Four factors emerge from the factor analyses which are discussed further.

Factor 1: Content preference

The factor one, *content preference* measures the preference of youth on the content of Social media it shows the highest loading on 0.785, 0.708, 0.645, 0.630 & 0.528 on variable 8, 12, 3, 15 & 2 respectively. It suggests that Social media makes impact with reference to preference on content on the Indian Youth.

Factor 2: Information

The factor two, *Information* suggests that Social media influence because of information available on it. It showed the loading on 0.770, 0.683, & 0.600 on variable 6, 9 & 10 respectively.

Factor 3: Decision Making

The factor three, *Decision making* showed the loading on 0.791, 0.474, & 0.649 on variable 11, 4 & 7 respectively on the analysis chart. It claims that Social media persuades decision making of the Indian Youth for Social service.

Factor 4: Consultation

The factor four, Remembrance showed the loading of 0.703 & 0.660 for variable 13 & 14 on the analysis chart. It suggests that social media influences to consult peer group after going through it.

LIMITATIONS OF THE STUDY:

- As the study did not refer any specific Social media advertisement there is a possibility that the most recent ADs might dominate the responses.
- An experimental study in a controlled environment may be conducted for more objective and realistic results.

CONCLUSION AND SUGGESTIONS

This study gives us an insight about the impact of Social media on youth population measured in terms of 4 factors- Content Preference, Information, Decision Making and Consultation. Therefore Social service providers should formulate their marketing strategy in a way to use Social media as its one of the best weapon to persuade Youth.

Social Media persuades young generation decision making in diverse magnitudes. It provides recall value so that the youth could remind when he is opting for Social service. It gives the content which makes a person to invest time in reading it. People prefer reading social advertising while they are travelling, at work etc as they can't keep TV and radio with them. Decision making becomes easier as the time spent on Social media is much to take to decision. Its Layout gives an attraction to viewers who love to go through social media on daily basis.

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TABLES AND ANNEXURES:

TABLE-1

Social Network User penetration in 2013:

Country	% of Population
Worldwide	22.7%
US	51.7%
China	25.8%
India	7.7%

(Source:http://www.mediabistro.com/alltwitter/social-media-growth-worldwide_b51877)

TABLE-2

Related Component Matrix				
	Component			
	1	2	3	4
VAR00008	0.785	0.167	0.058	0.000
VAR00012	0.708	0.143	0.066	0.210
VAR00003	0.645	0.085	0.219	0.253
VAR00015	0.630	0.202	0.335	0.317
VAR00002	0.528	0.421	0.134	-0.187
VAR00005	0.428	0.349	0.415	0.048
VAR00006	0.178	0.770	0.222	0.008
VAR00009	0.272	0.683	0.068	0.244
VAR00010	0.118	0.600	-0.027	0.383
VAR00011	0.003	0.051	0.791	0.068
VAR00004	0.195	-0.005	0.747	0.256
VAR00007	0.309	0.312	0.649	-0.106
VAR00013	0.348	-0.040	0.085	0.703
VAR00014	-0.102	0.343	0.113	0.660
VAR00001	0.423	0.198	0.110	0.486

TABLE-3

Strongly Disagree:1 Disagree:2 Neither:3 Agree:4 Strongly Agree:5

Statements	1	2	3	4	5
1. I remember the content of Social Media.					
2. Social Media is better than other media (TV, Film, Radio, etc)					
3. I can identify the punch line of the Social Media.					
4. I get help in knowing about different charity requirement through Social Media.					
5. I can recall the AD of Social Media well.					
6. Information in Social Media are sufficient.					
7. I found Social Media more informative.					
8. Social Media seems to be genuine as it is documented.					
9. Social Media contains enough information to support decision-making.					
10. Layout (Models, Graphs, pictures, colours, etc) of Social					

Media catches my attention.					
11. Social Media urges to make charity or social services.					
12. I prefer reading content of Social Media.					
13. Social Media is very dull (monotonous), it has been repeated many times.					
14. Face-to-face Consultation is needed after viewing Social Media content.					
15. I suggest my friends to look at Social Media after I get influenced.					