



## An Analytical Study on the Usage of Social Media by Youngsters of Ahmedabad

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**Abstract:** *Social media has huge impact on almost every aspect of life in the present day scenario. People across region, gender and age are actively busy with the social media and connecting to their friends and family members. Primary data collection of 1100 samples has been collected by classifying the Ahmedabad city into 10 different zones. Various demographic factors like gender, age, marital status, various educational background, occupation and family income have been considered in the research.*

**Keywords:** *Social media, facebook, facebook usage by youngsters, Ahmedabad.*

### I. INTRODUCTION

Internet has connected entire globe with one medium and has transformed the world economy today. It is now an eminent aspect of almost everybody's life. Internet's reach today is far better than it was a few years before.

A research recently estimated that by March 2018, about 65.7% of the population on earth will be on internet [1]. The tremendous innovation in the area of web and mobile technology has transformed life of people using internet. Together, these two have created a globally connected world by bringing people connected in real time [2]. In present day, people have been using internet for various usages including messaging, video chatting, emailing, data transfer, gaming etc to keep in touch with their kiths and keens. Boyd and Ellison [4] have defined social media sites as "internet based services which allow users to: create a public profile within system; create a list of users with which they create and establish a connection, and; organise and surf their list of connections and those created by others. Social media is an online platform or a web-site that focuses on social relations among people who share similar interests. Social media includes the exposures to each other for the members of the community and members across the community. The member in social media is represented as node and the communications is representing by the links among the nodes [3]. Social media is defined as any internet based application which allow individuals to connect, share, communicate and interact with one another, as per the research of White [5]. This happened when the users create their profiles and allow others to share information and join groups based on interests or any other criteria such as geographic location. Majority of the social media are internet based and offer a tool for the users to connect and share data. Social media in the present day is a social requirement within a large number of people across the globe. As per the data of Global Digital Statistics 2014, nearly 26 percent of the populations on earth are active on social media in present day. The most vital purpose of the social media is still to connect with each other, including flirting, dating, meeting, and even matrimonial purposes. Social media help to upgrade relationships that go beyond the age, race, and cultural, social, political and geographical barriers [6]. According to Arora [7], the highest impact of social media sites can possibly be much understood by the number of members that is raising day by day all across the global.

There exists numerous social media all over the globe with various affordances, with a large variety of interests and activities. The core purpose of social media is to connect people based on some common criteria i.e. language, age, sex, nationalities, religion, political view etc. And these web sites have huge variations in terms of how they offer information and how they offer the tools of communications [4]. Various social media have differing popularities as per the services they provide with comparison to the competing sites. Additionally and interestingly, since people are well aware about the fact that various social media site provides various services; they normally possess accounts from multiple social media to cater to their different needs [8].

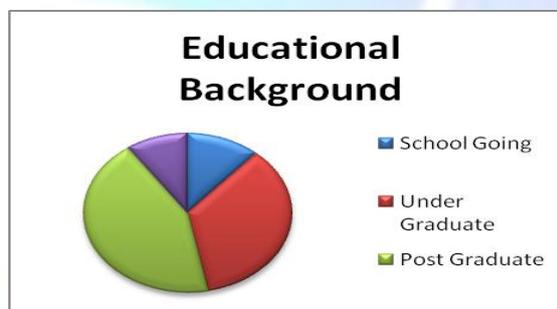
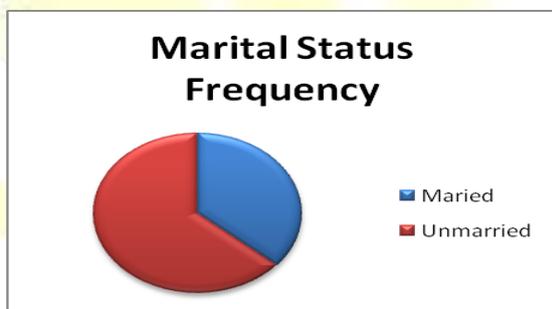
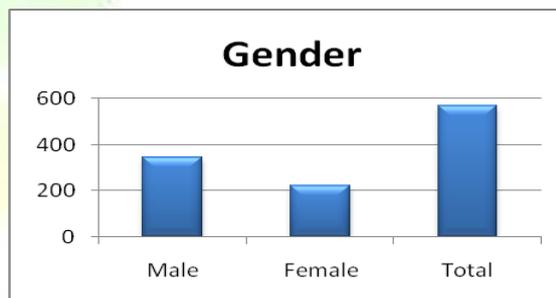
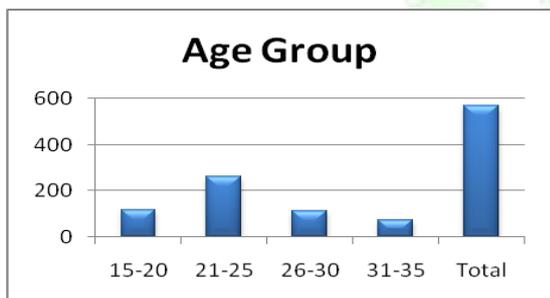
### II. METHODOLOGY

The study focuses on the usage of social media by the young generations of the Ahmedabad city. The term youngsters refers to the various references and the hence we have considered the age from 18 to 35 to be part of the young generations. The Ahmedabad city has been divided into ten different areas as per the judgement of the researcher and the samples of total 566 respondents have been studied. The sampling technique used in this process is convenience sampling.

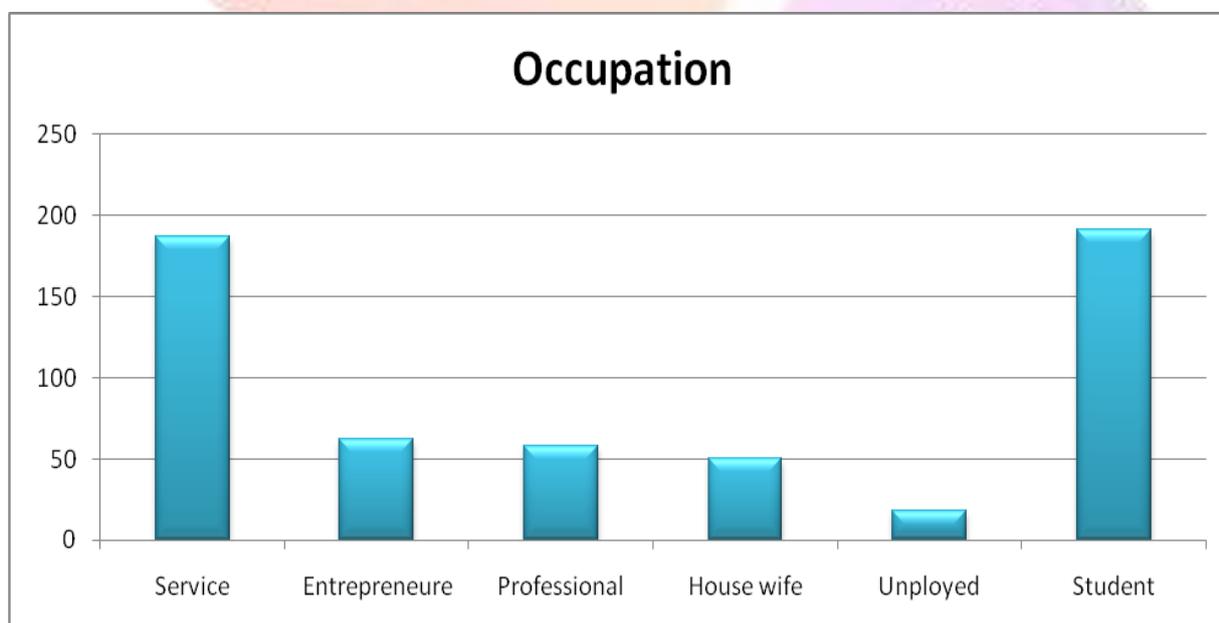
### III. OBJECTIVES

The major objective of the study includes;

- To identify and understand the usage pattern of a major social media, facebook by the young generations of the Ahmedabad city,
- The usage of different age groups with reference to facebook, whether any difference exists for the use of social media by the people of different gender, how the use of facebook is related to people across different age groups,
- How the different educational background affects social media usage, how the occupation affects the use of social media and so on.
- The study also is aimed to study the cross tabulations across these variables and to understand their effects and behaviour on youngsters.



Most of the respondents were belonging to the below 30 age group, and majority of the respondents are from 21 to 25 age group in the research. The gender ratio is quite well representing the general scenario of our country. Majority of the respondents are not married. This goes in synchronisation to the earlier analysis of the majority of the respondent belonging to the 21-25 age groups.





Age Group * Since how long have you been using the social networking sites? Crosstabulation							
Since how long have you been using the social networking sites?							Total
Age Group	6-12 Months	1-2years	2-3 years	3-4 years	More than 4		
15-20	34	19	18	14	32		117
21-25	45	34	45	40	98		261
26-30	14	20	23	17	40		113
31-35	5	14	17	15	23		74
	98	87	101	86	193		566

Most of the respondents from the age group of 26 to 30 have been using the social media for more than 4 years. Interestingly, latest users to use the social media form 6 months to 12 months are from the age group of 31 to 35. Again it's interesting to notice that total 98 respondents have been using social media from the age group of 21 to 25. This quite goes to the prediction of social media used most by the young generation from relatively quite long time by now.

Age Group * Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites? Crosstabulation								
Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites?								Total
Age Group	0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours		
15-20	41	30	23	17	4	3		118
21-25	97	68	48	32	9	8		262
26-30	55	28	18	9	2	2		114
31-35	36	16	12	5	4	1		74
Total	229	142	100	63	19	14		566

Interesting fact to notice here is that youngsters between the age group 21 to 15 use the social media to a larger extent during the weekdays. This group belongs to the student as well as early jobbers category who manage to use social media during their routine schedule regularly.

Age Group * Approximately, how many hours a week end (Saturday & Sunday), do u spend on social networking sites? Crosstabulation							
Approximately, how many hours a weekend (Saturday & Sunday), do u spend on social networking sites?							Total
Age Group	0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5	
15-20	46	26	22	16	5	2	117
21-25	125	66	35	14	16	5	262
26-30	58	35	13	5	1	1	114
31-35	46	18	7	2	1	1	74
Total	276	145	76	38	22	9	566

Majority of the young group people have been using social media mostly upto 0 to 3 hours on the weekends. Within the age group of 31 to 35, most of the users have been using social media for merely upto 1 hour. Very similar behaviour pattern is found with the people with the age group of 21 to 25.

Age Group * How many friends do you have, in Facebook? Crosstabulation							
How many friends do you have, in Facebook?						Total	
Age Group	0-200	200-400	400-700	700-1000	More than 1000		
15-20	35	36	30	7	2		110
21-25	81	84	56	16	9		246
26-30	40	29	18	7	6		100
31-35	30	25	7	2	3		66
Total	Count	186	175	110	32	10	522



Students across the age group of 15 to 30 have different numbers of friends varying from 0 to 1000. Different responses fall on different numbers of friends. On the other hand, people from the older age group have found to have relatively less friends in comparison. This may be because of their late start in the area of social media as well as less active people among their age group. This is the elder young generation which is now catching the pace with social media.

Majority of the male respondents have been early starters in the area of social media. Apart from this, the respondents fall almost equally between the years upto 1, 2, 3 and 4. Similar pattern is found within the female users with an exception of using social media for 3 to 4 years.

Gender * Since how long have you been using the social networking sites? Crosstabulation							
		Since how long have you been using the social networking sites?					Total
		6-12 Months	1-2years	2-3 years	3-4 years	More than 4	
Gender	Male	54	48	54	57	130	344
	Female	43	40	47	29	64	223
	Total	97	88	101	86	194	566

Gender * Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites? Crosstabulation								
		0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours	Total
		Gender	Male	123	85	65	45	
	Female	106	57	35	17	6	2	223
	Total	229	142	100	63	20	14	566

As per the research, most of the heavy users of social media are Men. Nearly more than 85 percent of male users (out of total heavy users) use social media for more than 40 hours per weekdays. Quite opposite to this, only 15 percent female users are heavy users of the social media during the weekdays. Nearly 50 percent of the female users use social media for less than 5 hours a week on weekdays.

Gender * Approximately, how many hours a week end (Saturday & Sunday), do u spend on social networking sites? Crosstabulation								
		0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5	Total
		Gender	Male	150	92	48	28	
	Female	125	52	28	10	5	2	223
	Total	276	144	76	39	22	9	566

Again following the same trends, on the weekends, out of the heavy users of social media i.e. using social media for more than 5 hours a weekend, almost 78 percent users are male. Another fact to notice is the majority of the male and female use social media up to an hour on the weekend.

Gender * How many friends do you have, in Facebook? Crosstabulation							
		0-200	200-400	400-700	700-1000	More than 1000	Total
		Gender	Male	90	105	84	
	Female	96	70	27	9	3	204
	Total	186	175	110	32	19	522

Majority of the female users have less than 400 friends on the social media. Perhaps because the female users are concerned about their privacy and security and they might not be putting friend request easily or even accepting them. On the contrary, the male users are relatively more involved into making friends online.



Marital Status * Since how long have you been using the social networking sites? Crosstabulation							
		6-12 Months	1-2years	2-3 years	3-4 years	More than 4	
Marital Status	Married	27	38	38	32	70	205
	Unmarried	70	50	63	55	124	362
Total		98	88	101	87	194	566

There is not much difference in terms of married and unmarried people using social media for a long time. Both of them have found to be using social media for more than 4 years on an equal level. Still out of those, using social media for more than 4 years, unmarried people lead the race with nearly 64 percent.

Marital Status * Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites? Crosstabulation								
		0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours	
Marital Status	Married	100	46	33	14	8	4	205
	Unmarried	129	96	67	48	12	9	361
Total		229	142	100	63	19	14	566

Out of the heavy users on the weekdays, unmarried people part nearly 70 percent. Other trends of using social media on the different scales are relatively similar to the married as well as unmarried people.

Marital Status * Approximately, how many hours a week end (Saturday & Sunday), do u spend on social networking sites? Crosstabulation								
		0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5	Total
Marital Status	Married	111	55	19	10	6	4	205
	Unmarried	165	89	57	28	16	5	361
Total		276	144	76	38	22	9	566

Out of the married people, almost more than half of them have been haven't been using social media for more than an hour on the weekends. Similar figure is shown even in the case of single people. Even the data does not show any difference in terms of heavy users of social media on weekends as well. Both the single and the married have been equally occupied with social media on the weekends irrespective of their marital status.

Marital Status * How many friends do you have, in Facebook? Crosstabulation							
		0-200	200-400	400-700	700-1000	More than 1000	
Marital Status	Married	77	55	32	8	10	183
	Unmarried	109	119	78	23	9	339
Total		186	174	110	32	20	522

As per the study, marital people have relatively restricted amount of friends as compared to the single ones. Looking at the percentages count within the category, considering the maximum amount of friends category, married people have relatively more numbers of friends. The unmarried people have mostly been evenly distributed in terms of number of friends they have. This is not the case with married people. Some of the reasons could be the responsibilities of earning, family, kids and so on that acts as a vital reason for the upper limit of friends. Another logic here works is that the married people are relatively late comers in the area of social media as compared to the the single one. The logic of age also supports this statement.



Occupation * Since how long have you been using the social networking sites? Crosstabulation							
		6-12 Months	1-2years	2-3 years	3-4 years	More than 4	
Occupation	Service	38	27	29	28	65	186
	Entrepreneure	13	12	12	7	19	62
	Professional	14	9	9	6	18	58
	House wife	11	9	15	5	11	50
	Unplyed	1	3	4	3	7	18
	Student	20	27	32	38	75	192
Total		98	87	101	87	194	566

Interestingly, across the category of service, entrepreneur and professional people, one third of the social media users have been using it for more than four years. This is not in synchronization with housewives as they are relatively laggards to use the social media. The interesting part here is about the students, total 75 out of 192 students have been using social media for more than 4 years. This truly speaks about this category being the pioneers in the industry.

Occupation * Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites? Crosstabulation								
		0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours	
Occupation	Service	83	44	29	17	9	6	186
	Entrepreneur	25	13	14	8	1	2	62
	Professional	21	8	15	10	3	1	58
	House wife	21	15	9	6	0	0	50
	Unemployed	8	3	2	1	2	1	18
	Student	72	58	32	21	5	4	192
Total		229	142	100	63	19	14	566

In terms of occupation and usage of social media, across the category the usage patterns seem to be identical and normal. Most of the observations fall in a decreasing manner for the given options. Although the service class people are leading the board in the category of using social media for more than 40 hours in a week with almost 40 person out of the heavy users belong to the same category.

Occupation * Approximately, how many hours a week end (Saturday & Sunday), do u spend on social networking sites? Crosstabulation								
		0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5	Total
Occupation	Service	96	44	19	12	11	5	186
	Entrepreneure	27	17	8	6	3	2	62
	Professional	24	15	11	6	2	1	58
	House wife	26	14	8	2	1	0	51
	Unplyed	6	5	2	2	1	2	18
	Non of Above	96	50	29	9	6	2	192
Total		276	145	76	38	22	9	566

Service class people tend to use social media more even on the weekends. A surprising fact here is about the housewives, none of them are heavy users of social media on the weekends.

Occupation * How many friends do you have, in Facebook? Crosstabulation							
		0-200	200-400	400-700	700-1000	More than 1000	
Occupation	Service	64	52	38	8	8	170
	Entrepreneure	25	19	11	1	4	58
	Professional	18	21	10	4	2	54
	House wife	23	16	3	3	1	45
	Unplyed	5	6	3	1	1	16
	Student	52	61	46	15	5	179
Total		186	174	110	32	19	522



Service class people lead the board among those with highest number of friends which is closely followed by the student category. Housewives are again less into having number of friends as per the research. They might not be making new friends on social media as well as not accepting the friend requests from different people considering their privacy and security concerns. Even from the cultural point of view and in today’s era also, housewives have been facing number of restriction in our society till recent times.

Education * Since how long have you been using the social networking sites? Crosstabulation							
		6-12 Months	1-2years	2-3 years	3-4 years	More than 4	
Education	School Going	12	4	5	4	7	33
	Under Graduate	27	33	42	28	72	202
	Post Graduate	40	41	35	40	88	245
	Higher Degree	6	6	13	10	20	54
Total		98	87	101	87	194	56

Out of the school going kids, most of them are fresh users to the social media. The graduation students are at the top in the chart in the category of earliest users of social media. Even within the graduate students category, most of the respondents have been using social media for more than 4 years.

Education * Approximately, how many hours a week day (Monday to Friday), do you spend on social networking sites? Crosstabulation							
		0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours
Education	School Going	20	17	12	9	2	5
	Under Graduate	80	57	34	19	5	7
	Post Graduate	103	55	46	30	9	2
	Higher Degree	26	12	9	5	3	0
Total		229	142	100	63	20	14

Graduate and post graduate students/ degree holders have been found to be relatively heavy users of social media into the respective categories. Whereas all others data have found to be normal about the usage of social media during the weekdays.

Education * Approximately, how many hours a week end (Saturday & Sunday), do you spend on social networking sites? Crosstabulation							
		0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5
Education	School Going	27	9	9	8	8	4
	Under Graduate	102	55	27	9	5	4
	Post Graduate	119	66	32	19	7	1
	Higher Degree	28	14	8	2	2	1
Total		276	144	77	38	22	9

The usage of social media in the weekends is found to be relatively much lower. Across the categories, most of the respondents use social media maximum upto an hour during the weekend. Out of the heavy users in this category, again the graduate/graduation students lead the chart.

Education * How many friends do you have, in Facebook? Crosstabulation						
		0-200	200-400	400-700	700-1000	More than 1000
Education	School Going	18	19	16	4	5
	Under Graduate	71	59	38	10	5
	Post Graduate	77	79	49	15	7
	Higher Degree	19	17	8	3	3
Total		186	175	110	31	20



The number of friends and education background of an individual hasn't provided any strong relationship. Across the different educational background, people have found to be having similar amount of friends. Highest numbers of individuals in graduate and higher degree category have found to be in the first option of friends i.e. maximum upto 200 friends.

		6-12 Months	1-2years	2-3 years	3-4 years	More than 4	
Family Income	Less than 2 lac	35	25	25	14	35	133
	Between 2.1 lac- 5 lac	38	37	38	39	72	224
	5.1 lac – 10 lac	19	19	29	23	56	147
	10 lac p.a – to 20 lac	5	6	7	9	22	48
	More than 20 lac	1	1	1	2	9	14
Total		97	88	101	87	194	566

The relationship of income and social media use tenure has been tested and found the high income group to be relatively more active and using social media than those with relatively lower income. Contradictory to this, out of the early adopter to social media, the people with lower to average income group are leading the board making the high income group people trail a long way back.

		0-5 hours	6-10 hours	11-20 hours	21-30 hours	31-40 hours	More than 40 hours	Total
Family Income	Less than 2 lac	70	28	22	9	3	2	133
	Between 2.1 lac- 5 lac	85	60	42	23	10	5	224
	5.1 lac – 10 lac	52	38	28	19	4	5	146
	10 lac p.a – to 20 lac	17	13	6	10	2	1	48
	More than 20 lac	4	4	2	2	1	2	15
Total		229	142	100	63	20	13	566

Half of the people with a less family income per month use social media for upto 5 hours per weekdays. Out of the heavy users of social media, are the people with income of 5 to 10 lakhs per month.

		0-1 hours	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5	Total
Family Income	Less than 2 lac	70	34	13	10	6	1	133
	Between 2.1 lac- 5 lac	104	60	34	14	8	5	224
	5.1 lac – 10 lac	73	35	20	12	5	3	146
	10 lac p.a – to 20 lac	24	11	7	3	3	0	48
	More than 20 lac	6	5	2	0	1	1	15
Total		276	145	76	38	22	9	566

Almost half of the people across different income group use social media mostly upto an hour on the weekends. Out of the heavy users of social media, the 2 lakh to 5 lakh income group people leads the chart with almost half of the users belonging to them.



Family Income * How many friends do you have, in Facebook? Crosstabulation							
		0-200	200-400	400-700	700-1000	More than 1000	Total
Family Income	Less than 2 lac	58	44	19	3	2	125
	Between 2.1 lac- 5 lac	71	70	50	10	7	207
	5.1 lac – 10 lac	43	44	30	10	5	131
	10 lac p.a – to 20 lac	11	15	9	5	6	44
	More than 20 lac	4	3	2	4	2	14
Total		186	174	110	32	19	522

There is no close relationship between family and income and number of friends on facebook expect a couple of issues: people between 10 to 20 lakhs income have almost one third of the responses from 200 to 400 friends category which is the highest frequency; and people from 10 lakhs to 20 lakhs income have surprisingly highest number of friends in the 200 to 400 friends category. Out of the maximum friend's category, the income group of 2 to 5 lakhs leads the chart with one third of their friends.

#### IV. CONCLUSION

Social media is nowadays a vital element of life of most of the youngsters in the Ahmedabad city. This is the fact irrespective of gender, age, family income and even their educational background. Across these variables people have found to be using the social media in a normal way. Looking from different perspectives, the students and the salaried people have found to be relatively more active than other category people. Additionally the male users have found to be relatively more active on social media than the female users. Similarly, the unmarried people have found to be more active than the married people. Even there exists no noticeable difference between the usage of social media during the weekdays and the weekends.

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