Influence of Social Media on Behavior Patterns

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Abstract:- The Influence Of Social Media On Behavioral Patterns In today's life, social media plays a key role in setting up a platform for people to interact not just on a local scale but even on a global scale. This medium of interaction is becoming more popular by the day. Hence modern day living is majorly influenced by social media, which in turn is enhancing the evolution of human behavior.

A study was therefore conducted to assess the influence of social media on behavior patterns of different age groups. It focused on analyzing modified mannerisms in various fields of lifestyle like shopping, education, relationships, recreation, etc. For this respondents of different age groups were interviewed by preparing a structured questionnaire. Changing psychological tendencies were observed hence proving that this study could be a part of considerable research of how social media is restyling social conduct.

KeyWords:- *Social Media, influence, social interaction, conventional, psychological*

Influence Of Social Media On Behavioural Patterns

I   INTRODUCTION-

We live in the age of the web, which is heavily equipped with social media. Exchange of data has been revolutionized in the direction of social networking. This has given rise to large scope for interaction and learning simultaneously. Through the medium of social media people interact with other people's thoughts online by sharing their own content. This itself generates a large amount of information from just a couple of hundred comments. A key criterion which makes social media like Facebook, Twitter, and WhatsApp, YouTube etc. so powerful and influential is the speed and exponential growth of information sharing. The prompt reaction time of this web of media is what correlates with behavior patterns. (Harald, 2013)

II   OBJECTIVES-

1. To define social media.
2. To analyze the role of social media in various lifestyle situations
3. To study the correlation between social media and behavioral patterns.

III   LITERATURE REVIEW-

Social Media could be defined as "a term used to describe a variety of Web based platforms, applications and technologies that enable people to socially interact with one another online." (social media, 2016)

"Research proves that social media is rich with user generated content from digital creatives, businesses and brands. The effect has been the overwhelming flood of data, causing a buzz of information, leading to various trends in daily lifestyle." (Dahan)

As the influence of social media on various psychological aspects is extremely varied in its scope, this paper focuses on analysis of its significant objective of establishing a correlation between social media and behavioral patterns of people of different age groups.

IV   HYPOTHESIS-

The current study focuses on the hypothesis "Social Media and behavior patterns of different age groups are correlated."

V RESEARCH METHODOLOGY-

This research is based on primary data collected through structured questionnaires and secondary data collected through library research. The researcher has used percentages and averages for analyzing the data, and the data analyzed is presented in the form of charts and diagrams.

V1 DATA INTERPRETATION-

Structured questionnaire for different age groups- Primary data was basically based on the structured questionnaire which was created with the help of google documents. The respondents in this research were classified into 2 categories namely-

- The younger generation in the age group 18-30
- The older generation in the age group 31-60

There were a total of 68 respondents, out of which there were 36 respondents from the age group between 18-30, and 32 respondents from the age group 31-60.

Through this structured questionnaire the frequency of usage of social media between the two age groups, was inspected in various situations. It showed how social media takes up a lot of time through different phases of one's lifestyle, while at the same time the internet users are content while they get entangled in this web.

Special Issue - 2016

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
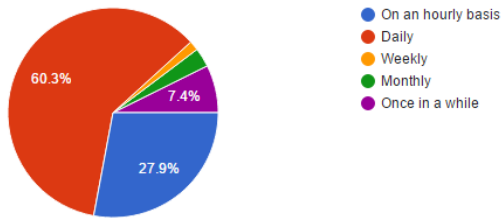**NCRIT - 2016 Conference Proceedings**

Figure 1: Frequency of Usage of Social Media Applications Like Facebook, Twitter, YouTube, Snap Chat

The researcher made an effort to verify the frequency of usage of social media applications on the web.
Total 68 respondents

Hourly Basis- 27.9%
- 12 respondents from the younger generation.
- 7 respondents from the older generation.
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Daily Basis-60.3%
- 23 respondents from the younger generation.
- 18 respondents from the older generation.
-

Weekly Basis-1.5%
- 1 respondent from younger generation.
-

Monthly basis- 2.9%
- 2 respondents from older generation.
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Once in a while- 7.4%
- 5 respondents from older generation.

Hence it was observed that the younger generation uses Social Media as a medium of communication more frequently compared to the older generation.
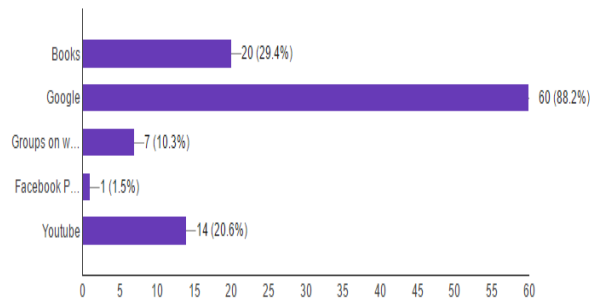

Figure 2-Medium of Reference while clarifying a concept

Here the respondents could select more than one option.
The traditional way of clearing a concept is using a reference book, which accounted for 20% of the respondents which mainly comprised of the older generation.

It was observed that there was also an inclination towards use of social media like Google and YouTube, for this purpose.
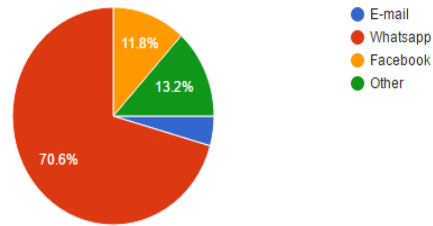

Figure 3-Medium of Communication while keeping in touch with friends and family across the globe

The most apt application selected for this agenda by the respondents was WhatsApp.

WhatsApp was used by 48 respondents

- 28 respondents from the younger generation.
- 20 respondents from the older generation.

Since this medium of interaction seemed to have immediate access, to communication across the globe through shares, pictures, voice notes etc.
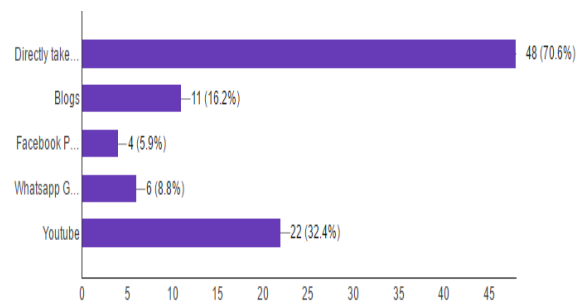

Figure 4-While maintaining exercise or a diet which medium of communication is used to approach experts

Along with the traditional way of approaching experts, that is by directly taking an appointment with dieticians, gym instructors, yoga instructors etc.
Demographics also showed a propensity towards the usage of social media like Blogs ad YouTube.
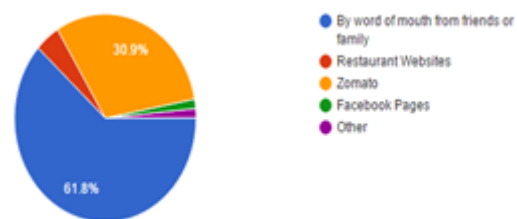

Figure 5-Medium of Interaction while making a choice of restaurant/café during an outing

Special Issue - 2016

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
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It was studied that the traditional way of interaction seemed to prevail in this case, which 61.8% of the respondents selected their choice of restaurant by word of mouth. This included a greater majority of the older generation.

But there was still a slight influence of the social media application Zomato, which seemed to be mainly used for selecting a choice of restaurant/café.
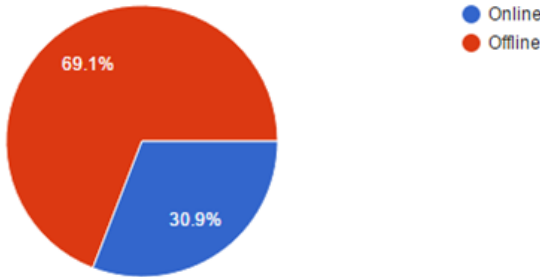

Figure 6-Mode of interaction while shopping

Here 69.1% of the respondents opted for shopping through direct and traditional interaction. But at the same time 30.9% of the respondents opted for online shopping. This shows a considerate amount of social media in the case of shopping also.
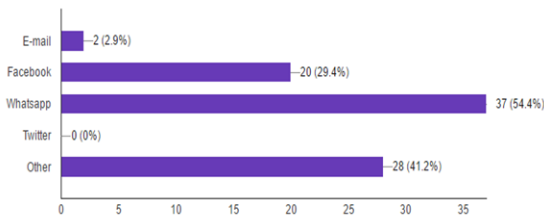

Figure 7-Mode of communication while expressing achievements or losses

Here the mode of communication used the most was found to be WhatsApp.
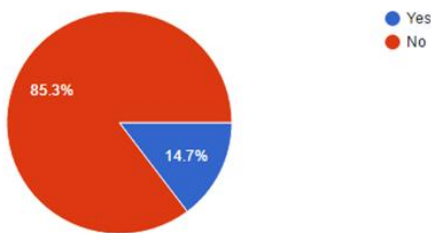

Figure 8-Percentage of people who avail of the service of intelligent assistant Siri

This was a question asked basically to check the extent of influence of this technology.

Siri is a personal assistant that resides in mobile phones in the form of a social media application. Siri is an application which studies the needs of the user, and provides the user with necessary networking facilities on command. In the survey it was observed that around 14.7% of the respondents used Siri.

VII   ANALYSIS OF DATA-

Through the primary data collected and the library research studied it was observed that use of social media led to formation of certain habits.

- Checking Facebook daily or during a long span of time.
- Not minding being interrupted by a message during prime moments like meetings, exams, different types of crisis etc.
- Checking social media applications during meals, prayers etc.

It also greatly influenced life offline

Through increasing interaction through Facebook pages, shares and forwards on WhatsApp etc. , people have become more aware of the events taking place around them, hence they are more likely to attend sports events, recreational events etc.

People are more likely to interact with strangers.

People are more likely to work out at a gym or health club

People are more likely to spend, due to the rising publicity of brands through innumerous advertisements.

People are more likely to share their opinions on television shows, movies, plays etc.

People are more likely to share their opinions on politics and current events.

Hence it was studied that in the current lifestyle scenario audiences expect to be able to choose what they read and believe they should be able to contribute to the content and opinions instantly. Thus it was found out that the increase in the mutual linking formed by the instant interaction through social media was creating an attention backbone. This attention backbone has in turn given rise to the variation in behavioral patterns setting aside traditional ways of lifestyle.

VIII   OBSERVATIONS & CONCLUSIONS-

Since we have established a sense of correlation between social media and behavioral patterns. It is crucial that we highlight how responsible the internet is for changes in behavioral pattern. The internet is like a universe of information. But the question arises, at what cost is the information provided. The researcher through the study arrived at a conclusion that the younger generation tends to express themselves most through social media. Social media companies being aware about this growing trend have tried to use this to their advantage. It is

Special Issue - 2016

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
NCRIT - 2016 Conference Proceedings

observed that these social media company's tailor the information according to what they feel is the user's specifications. This proves that the internet is showing us what it thinks we want to see, rather than what we need to see. This shows that social media is an online filtered creation, where information is altered without the approval of the user. The rising concern here is that the user is unaware of what information gets edited out of his/her filter bubble.

From this we learn that personalized filters are mainly looking at what we click the most and providing us with information of the same pattern. This explains why people tend to spend long durations of time, and depend more on the internet and it's information.

Hence it is most important that we are cautious of the extent to which the internet can influence us. We must remember that the internet is like a supporting system for interaction and not the main source of information.

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