

**SOCIAL MEDIA USE AND SOCIO-POLITICAL  
PARTICIPATION OF COLLEGE STUDENTS**

**MA SOCIOLOGY**

## TABLE OF CONTENTS

*LIST OF FIGURES*

*iii-iv*

*ABSTRACT*

*v*

<b>CHAPTERS</b>	<b>TITLE</b>	<b>PAGE NUMBER</b>
<b>I</b>	<b>INTRODUCTION</b>	<b>1-11</b>
<b>II</b>	<b>LITERATURE REVIEW</b>	<b>12-27</b>
<b>III</b>	<b>METHODOLOGY</b>	<b>28-31</b>
<b>IV</b>	<b>ANALYSIS AND INTERPRETATION</b>	<b>32-49</b>
<b>V</b>	<b>FINDINGS, CONCLUSION AND SUGGESTIONS</b>	<b>50-54</b>
	<b>BIBLIOGRAPHY</b>	<b>55-57</b>
	<b>APPENDIX-I QUESTIONNAIRE</b>	<b>58-63</b>

## LIST OF FIGURES

<b>FIGURE NO:</b>	<b>NAME</b>	<b>PAGE NUMBER</b>
1.	STREAM OF STUDY	32
2.	EDUCATION LEVEL	33
3.	MARITAL STATUS	33
4.	PLACE OF LIVING	34
5.	LANGUAGE KNOWN	34
6.	HOURS A DAY	35
7.	POSTINGS ON SOCIAL MEDIA	35
8.	KIND OF ACTIVITIES PERFORMS	36
9.	USAGE OF SOCIAL MEDIA	37
10.	ISSUES MATTER MOST	38
11.	TAKE PARTING IN CAMPAIGN	38
12.	IMPACT OF SOCIAL MEDIA ON STUDENT	39
13.	ONLINE SOCIAL ACTIVITY TO REAL WORLD ACTIVITY	39
14.	CHANGE IN ATTITUDE	40
15.	RESPONDS TO SOCIAL ISSUES	40
16.	SOCIAL MEDIA ON ACADEMICS	41
17.	MOTIVATED IN POLITICAL ACTIVITIES	42
18.	MADE ACTIVE IN BOTH SOCIAL AND POLITICAL ACTIVITIES	42

19.	SAFE IN PROVIDING PERSONAL INFORMATION	43
20.	TRUSTWORTHINESS TOWARDS THE PEOPLE MEETS IN SNS	43
21.	ACCEPTANCE OF OPINIONS BY OTHERS	44
22.	FACED HARASSMENT/ASSAULT ON SNS	44
23.	BETTER INFORMED THROUGH SNS	45
24.	CROSS CHECKS ONLINE INFORMATION	45
25.	SOCIAL NETWORKING SITES TO OFFLINE MEDIA	46
26.	SOCIAL NETWORKING SITES HAVING ACCOUNTS	47
27.	PREFERRED SOCIAL MEDIA SITES	47
28.	MEMBER OF STUDENT UNION	48
29.	SOCIAL MEDIA IN FOLLOWING POLITICAL IDEOLOGY	48
30.	SOCIAL MEDIA IN PARTICIPATING UNION ACTIVITIES	49

## **ABSTRACT**

The present study titled “SOCIAL MEDIA USE AND SOCIO-POLITICAL PARTICIPATION OF COLLEGE STUDENTS” tried to find out the way in which social networking sites are used among college going students in political participation who falls in the age group of 18-29 in Trivandrum city. The study used quantitative methods. In the quantitative phase findings were drawn from 64 respondents by using non probability sampling.

Social media is an Internet based application for effective and an interactive communication between individuals and societies. Its have now become a prominent part of life for many young generation. There are lots of apps like Facebook, Twitter,LinkedIn, Instagram, Pinterest and so on. Social media keeps young generation update about the things around themselves. In such mediums one can gain access into various information like employment, education ,politics, environment, business and the list goes on. Variety of trends are crowding in social media supported by digital technology. Youth are now started to detach from traditional mediums due to the emerging digital networks. The trends in Social media also varies from country to country such as Messenger and Snapchat are quite popular in USA while in India ,WhatsApp, Facebook and Instagram are popular. Even some app are also getting banned due to security issues amidst being popular.

Social media have created channels of communication that play a key role in circulating news and social media has the power to change the dynamics of social and political values and problems. During the Kerala flood social media played a key role in active participation of youth. It is not only limited to environmental aspects but in election campaigns, gender issues, economy and so on. The ability to access through mobile phones also increased the traffic in such mediums which paved way for many counter problems. The present study focus on how college students use various social media apps for their online and offline involvement, their usage pattern, most used sites and online participation in social and political issues among different genders. Approach towards social media varies among different gender in terms of their interest, participation, privacy issues and perception about social and political affairs.

## CHAPTER I

### INTRODUCTION

Interacting with friends and family across long distances has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. Social media is typically defined today as:- "Websites and applications that enable users to create and share content or to participate in social networking" according to Oxford dictionaries.

#### 1.1 History of Social Media

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another, In other words, letters. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system would become more widespread and streamlined in future centuries. In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, created another way for letters to be delivered quickly between recipients. The telephone in 1890 and the radio in 1891.Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before. (<https://smallbiztrends.com>)

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

Communication across great distances has been accomplished since antiquity during World War 2 was introduced like written word. This changed very little until the advent of the telegraph in 1792. This technology finally offered a "faster than horse" method of

communication over long distances and was revolutionary at the time. There were, of course, other methods like smoke signalling or pyres but their utility was limited to line of sight. When the telephone and radio hit the scene in the 1800s everything changed. With their ability to provide, more or less, instant communication, the world would never go back. They both remain very important methods of social media to this very day. 1865 saw the development of pneumatic post, which you might still see in banks and supermarkets. This allowed for an even greater speed of communication - but over a shorter distance. The technological explosion as seen in computing after the 1940's paved the way for the social media world we see today. Initially humble in scale, with localized computer networks, CompuServe came into being in the 1960s. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. The internet, as we know it, was not too far behind. Primitive emails first appeared during this time in 1966. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter. The 1970s saw further refinement and development in sophistication with 1979 seeing the advent of User Net which allowed people to communicate through a virtual newsletter, articles or posts to newsgroups. This decade saw the introduction of home computers with social media that we would recognize today, developing soon after. Usenet systems were the brainchild of Tom Truscott and Jim Ellis. 'True' social media became one step closer during the 1980s. By 80s home computers were becoming more common and social media was becoming more sophisticated. 1985 saw the introduction of The Well and GENie. GENie (General Electric Network for Information Exchange) was an online service created for GE. This was a critical moment in the history of social media in business and in general and, it was still used well into the late 1990s. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It even had 350,000 users at its peak. 1994 saw the introduction of The Palace. It allowed users to interact with one another on a graphical chat room server, which they termed palaces. Each user had their own graphical avatar overlaid on a graphical backdrop. In 1998 Moveon.Org opened for business. It was initially formed as an email group it began life passing around petitions opposed to the impeachment of Bill Clinton. It later went on to promote general internet activism inclusive of opposing US military actions and supporting democratic candidates in the U.S. as well as fundraising. Whatever your political views and criticisms of the site's motives, it was a forerunner of the plethora of similar social media campaigns all across the political spectrum seen today. Just before the

turn of the Millennium, the first blogging sites started to become popular, a media still very popular today. Live journal for example was founded in 1999, this is a social network built around constantly updating blog posts. It encouraged users to follow each other and create groups that also interact with one another. In 2000, LunarStorm was launched. This was one of the first commercial advertisement-financed social networking websites. This would prove to be a strategy that would become increasingly important as the decade progressed. It was aimed at teenagers and developed in Sweden. In 2007 it had grown to an impressive 1.2 million members, 70% of which were between the ages of 12 and 17. The site was shut down in 2010. The mighty Wikipedia, was launched in 2001. Its impact on the internet cannot be underestimated - even if the validity of its content can be questionable. Its founding aim was to provide an online encyclopaedia that allowed anyone to edit articles. It should not surprise you that it is the world's most popular general reference site on the web. It is a not for profit entity and, despite its critics, is generally well loved. It can be described as an online community of like-minded people and affiliated with social media. 2003 saw the emergence of LinkedIn. Its unique selling point is obvious to anyone who uses it. Its devotion to social media for business has enabled its steady growth into one of the most popular social media sites in the world. 2003 also saw the launch of MySpace and it quickly became "the" social media site at the time. It completely customizes users profile but also embed music and videos and was an important moment in the history of social media and pretty revolutionary at the time. (<https://interestingengineering.com>).

2004 saw many more services launched including the Harvard version of Face book. YouTube first appeared in 2005 which opened an entirely new method of communication. The ability to create and share media over very long distances was such a game changer that it has become something of a behemoth ever since. Other notable launches this year included Yahoo! 360, Bebo and the Reddit. Social media was started to find its legs. 2006 saw the advent of 'proper' Face book. It remains one of the most popular social media networks on the internet, and by extension, the world. Face book has had staggering growth since 2006 and it is now one of the most visited site on the web. Facebook, Inc. is an American social media and technology company based in Menlo Park, California. It was founded by Mark Zuckerberg along with fellow Harvard college students.

Twitter also launched in 2006 and has attained an almost "cult-like" status since inception. Its ability to allow users to interact directly with celebrities was almost unheard of previously.



Around this time businesses really started to take notice of social media especially its power for advertising. Businesses started to open accounts and have links to them on their websites and other media. Spotify, Ping, Groupon, and Kontain appeared in 2008 continuing the exploitation of niches within the growing market. Location-based social media began to take hold in 2009 with the launch of Foursquare. It was one of the first to introduce "check-in" locations around the world. WhatsApp was founded on February 24, 2009 as WhatsApp Inc. in California by Jan Koum. Messaging feature of WhatsApp started getting popular among the audience. WhatsApp saw the increase in number of active user up to 250000 when messaging component was included in WhatsApp. Facebook on February 19, 2014 announced that it was acquiring WhatsApp for \$19 billion, making it Facebook largest acquisition till date.

2010 saw the birth of Instagram, Pinterest, and Google Buzz. The former two have grown in popularity and are giants in their own right today. Instagram is an American photo and video sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010. The app allows users to upload photos and videos, which can be edited with filters and organized with tags and location information. Google decided to launch Google+ in 2011 as a fully fledged social networking tool. Users were able to form group contacts into "circles" and chat via video "hangout". It has recently been announced that the platform is discontinued.

Facebook Messenger or Messenger is a free instant messaging service and software application which provides text and voice communication .Messenger allows Facebook users to chat with friends both on mobile and on the main website. it has reached 1 billion monthly active users.It is quiet popular among western countries. In 2018, a Chinese tech company, ByteDance, acquired Musical.ly and merged it with its own lip-synching app, known as Douyin. The result was TikTok, which debuted last August. By September 2018, it had surpassed Facebook, Instagram, YouTube, and SnapChat in monthly installs, with more than one billion downloads.TikTok staff, and its users, 60 percent of whom are 16-24 (in the US), describe it as a collaborative space where it's easier to go viral than other social platforms. TikTok's appeal is the endless display of 15-second videos featuring campy special effects, dancing reaction videos, and trending hashtags .(www.teenvogue.com)

Today, there is an eye-boggling variety of social media network sites, many of which allow for sharing between each other. This has enabled this media to allow maximum exposure for

users without sacrificing interpersonal communication. It's actually pretty amazing. Businesses and individuals could not imagine a world without it, such has been its infiltration in our lives. It has changed our world, for better or good, and is set to make traditional media, like printed newspapers, extinct. We are social creatures after all and any form of media that makes meeting and talking with others with ease is likely to still exist in some form or other in the future. Despite this apparent benefit, we have all seen the 'dark side' of social media over the last few years. Especially its potential for being hijacked for political (from all positions) and other nefarious means of control. Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate and modify user-generated content or self-curated content posted online. Observers have noted a wide range of positive and negative impacts of social media use. Social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments. There has been rapid growth in the number of U.S. patent applications that cover new technologies related to social media, and the number of them that are published has been growing rapidly over the past five years. There are now over 2000 published patent applications. According to Statista, in 2019, it is estimated that there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017. In 2020, there were 3.8 billion social media users. (<http://digitaltrend.com>)

### **Social media in India**

About 41% of India's population is online, but it's still one of the world's largest social media markets. There's potential for growth as well. India has more Facebook users than any other country. YouTube's Indian audience has grown 85% in the last year. And WhatsApp reached 400 million users. The subcontinent is now the largest market for all three networks. Instagram boasts 69 million Indian users, and LinkedIn has racked up 56 million users. Twitter and Snapchat have relatively small audiences (though Snapchat is growing in popularity). The relatively new platform TikTok was banned by Indian courts in spring 2019 later got approval which again ignited its downloading from play store. The average Indian online user's monthly data usage is 8 GB. Over 70% of that is used for entertainment. In fact,

Indians are among the biggest fans of online video in the world. Social commerce is also booming, especially outside the big cities. Politics isn't off-limits in India either. During the 2019 general election, many brands campaigned on the importance of voting. For example, United Colours of Benetton launched #UnitedByVote. The campaign video featured politicians making promises. Then, an "inked" finger appears in the frame. The message is clear: voters hold power. WhatsApp launched a campaign against misinformation, called "Share Joy, Not Rumours." The content produced 284,000 views on YouTube alone. The Indian Premier League, an annual cricket tournament conducted across major cities in the country might hold the answer. The IPL, one in many cricketing events followed religiously in India, had the highest attendance among all cricket leagues worldwide. Apart from the attendance, fans seemed to be keen on updates about their favourite teams. The IPL teams registered over 59 million likes on Facebook alone and more than 81 million followers on Twitter. Most of the Facebook usage came from the younger generation, aged between 18-24 years to be precise, with over 97 million users in 2018. Increased availability of internet connections and access in recent years, propelled by the central government's Digital India initiative was directly proportional in the growth of social media users. Internet penetration had been on the rise with over 34 percent of the Indians being able to access the internet in 2017, which made the South Asian country the second largest market globally after China.(www.telegraphindia.com)

Growing digitalization efforts combined with low data prices enabled about 462 million people to use the internet actively across India. Of these, about 250 million were active social media users. YouTube and Facebook accounted for the largest penetration, at 82 percent and 76 percent respectively as of the third quarter of 2019. The steady growth of the social network did not come without controversies. One of the most opposed collaborations that Facebook founded was internet.org, especially in India. The partnership with Reliance communications in 2015 caused controversy and was banned later that year. In recent years, the rise of fake news and its impact on politics has brought responsibility and content moderation to the forefront. YouTube was largely inspired by two events according to one of its founders – one of which was the 2004 Indian Ocean tsunami. The idea was the make sharing and finding videos easily available. YouTube consumption in India sky-rocketed with the Indian Premier League match streaming in 2010 with over two billion views per day. Of course, this doubled with each season of the IPL thereafter. Furthermore, music videos were highly popular in the country. The majority of India's internet users are mobile phone internet

users, who take advantage of cheap alternatives to expensive broadband/ Wi-Fi connections that require PC, laptop and other equipment. At a state level, NCT of Delhi has registered the highest internet penetration followed by Kerala, J&K, Haryana, Himachal Pradesh, Punjab. States in the east of India except for Assam and North East, have low internet penetration. Among state Government initiatives in Kerala like bringing high-speed internet to every household, including its 2million Below Poverty Line families who would get service for free WiFi aid in reaching out to more potential internet users. Kerala, Tamil Nadu and NCT of Delhi have a higher proportion of female internet users. Facebook and YouTube are the most popular social media networks in India and TikTok is the most downloaded app of 2019. The entry of WhatsApp into India's digital market boosted app usage, with a doubling in rural areas in recent years. Data shows that the reach of the messaging service extends wider than just urban areas. Other popular apps include TikTok and Instagram. Social video app TikTok has been a huge hit in India, it has reached 1.5 billion downloads worldwide on the App Store as well as Google Play and India leads the chart with 466.8 million or about 31% of all unique installs. As data packs get cheaper and internet more accessible, Smartphones are increasingly becoming the primary screen for Indian customers, which means, the smartphone and its applications become the principal source of news for about 35% of the country's internet users, a majority of whom use one or more social networks. Two-thirds of Internet users in India are in the age group of 12-29 years. A higher proportion of this age group is seen in rural areas. Hence, showcasing there is potential for growth in this segment. Increasing internet penetration and mobile device proliferation has led to strong factors encouraging greater consumption of content on the internet in India. It is estimated that the digital market in India is set to become the second-largest within media and entertainment behind TV by 2022 which will lead to more content creation and more advertisement opportunities. (wisdomjob.com)

### **Social media and youth**

Social media, basically defined as grouping of internet based an application that builds on the ideological and scientific foundations for transforming communication, in to an effective and interactive conversation between different societies and individuals. This is creating lot of boom in the current generation as it is one of the exceptional resources in conveying the information. Using social media will help in improving contacts and thus increases business. Social media may comprise of different forms like magazines, social club, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures,

video, rating and social bookmarking. But now the trend of getting information has totally changed as most of them are using internet to acquire information and to meet people. Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these social sites impact the lives of our youth in a society a great deal in terms of morals, behaviour and even education.

The use of social media has both negative and positive impacts on our youths today. These impacts are both positive and negative. The positive impacts of social media on the youth today include making them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings. It bridges the gap between friends since a person say in Africa can network and interact with his or her friend in India. This in turn helps in strengthening relationships amongst classmates in high school or college, who after finishing school, moved to different locations around the world. Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for the unemployed youths. From the many interviews carried daily, youths say that social media platforms make their lives enjoyable, efficient and easier and have also become their lifestyle. Young people merit special attention because their civic and political commitment is the lowest of all demographic groups, judged by traditional standards. Clearly, that raises concern for a democratic government that depends on citizen engagement.([www.marketinG91.com](http://www.marketinG91.com))

At the same time, young people seem to be seeking greater influence and voice in social issues through digital media. This raises the prospect that new media can become a bridge to young people's involvement with politics and other democratic institutions. The use of social media saturates the everyday lives of young people, offering complex, rich challenges and opportunities for cultivating their skills with and disposition toward online participatory politics in “a culturally diverse, democratic society in an interdependent world ” (National Council for the Social Studies). National Council for the Social Studies suggests drawing

upon youth's informal personal use of social media and seeking to transfer these experiences into formal civic and academic settings so as to enable students to become civically engaged in digital spaces.

The participation of youth in the development process is essential in order to bring change in socio-economic structure and improving the quality of life of an individual. Social media stimulating young people reach a greater number of people; by increasing the flow of information among youth community. This has also resulted in saving lot of additional costs, provide them with better opportunities to network with their partners, listen to their audience expectations and respond to their questions. Youth civic engagement is central for young people's overall empowerment, and development. Social media supporting meaningful participation of young men & women, it also promoted young people with skills that will improve their participation and community engagement. Adolescence is widely considered a critical period for civic development. Civic engagement during adolescence predicts adult volunteering and voting. Furthermore, civic engagement during adolescence can promote positive developmental outcomes, particularly for marginalized and at-risk youth Social media and mobile technology facilitate the rise of participatory politics. It also increase their knowledge, awareness and create opportunities to actively participate in various issues that affect on development process. Various activities are going on, events have been occurred in order to unite and bring all the youth in the social transformation for the development with the support of WhatsApp, Instagram, chatting, texting, and emails, Facebook, YouTube and Twitter. Youth participation in political matters has gained attention among people around the globe where youth involvement in certain political activities has been witnessed .The role of youth, to some extent, has changed the political situations in countries. Online activity is also transforming young people's engagement with politics. In general, the Internet has become a dominant force when it comes to how campaign funds are raised, information is accessed, perspectives are shared and discussed, and individuals are mobilized to act politically Youth engagement in social and politics, in particular, now includes a meaningful online component. For example, civic participation shapes civic and political concerns, identity and purpose, academic engagement and achievement, and health and well-being. The distinguishing characteristics of participatory politics activities in particular (that they are focused on gaining agency and empowerment, are peer based, and are interactive )might promote positive outcomes for youth information seeking is positively related to democratic

engagement for youth, even after controlling for previous civic engagement, suggesting that online news seeking reinforces and expands engagement.(publon.com)

The above features associated with the engagement of young people in such digital spaces are not necessarily “new,” they are either more prominent or take on unique characteristics in online settings. Young people seemingly are shifting from a dutiful type of citizenship characterized by voting and writing legislators to “a more personalized politics of self-actualization and expressive engagement with greater emphasis on non-traditional modes of engagement such as digital networking, volunteering, and consumer activism” (Xenos, et al., 2015, p. 155). Social media have been utilized as effective platforms of social mobilization for citizens. The boundless nature of social media provides unlimited space to voice opinions, positions and political agenda to an expansive audience and helps in mainstreaming peripheral Issues and problems. The power of social media lies in their power to facilitate interactivity, sharing of uncensored information, creating online movements, bridging connections around a common cause, dissemination of information, and bypassing mainstream media and government restrictions. They have given voice to diverse and minority viewpoints, whose access to broad-scale distribution were previously badly constrained. They have supported connectivity among democratic advocates in authoritarian regimes around the world — making it possible to build coalitions, take action, and exercise free speech. Participating in civic life is proposed to play an important role in youth development ( Kahne, Middaugh, and Allen (2014)

## **1.2 STATEMENT OF THE PROBLEM**

Social media is a Computer Based Technology that facilitates sharing of Ideas, thoughts, and information through building virtual networks and communities. By design social media is Internet based and gives user quick electronic communication of content. Content includes personal information, documents, videos, photos etc. Users engage with social media via computer, tablet or smart phone. While social media is ubiquitous in America and Europe, China and India now lead the list of usage.Social media has been integrated in our society today to such extend that it is impossible for people to take you seriously if you are not on any social media platform. Everyone is on social media young, old, rich, poor etc. Popular social networks are Facebook, Twitter, WhatsApp Instagram etc.Social media has reduced the world to a global village.Youths are spending more time in the social media than their friends and family. When they wake up the first thing they check is there social media accounts and

before they go to sleep the last thing they check are the updates. Thus social media have become prominent part of life for many youths. The ability to access social media site through cell phones, iPads and other mobile Internet devices has increased the amount of time students spend to gain information on the sites. According to a recent study, voter participation is increased among Facebook users. In 2015 social media played a vital role in making a political party even win in the Delhi election. More than 50% of people gets breaking news on social media than any other media. Most of the protest were initiated in social media nowadays. Social media activists are posting, sharing and commenting on photos and videos. Online activities related to politics are useful and encourage youth to participate in political events (Quintelier & Vissers, 2008). Internet use, political knowledge, and political participation are associated with one another. This trend is playing a key role in elections, especially in developing countries like Pakistan, India, and Bangladesh. Internet and social media have become increasingly important for disseminating political information (McAllister, 2015). Conversely, it also poses threats to democracies, as was seen in the 2016 United States presidential elections and some of the European countries. Social media is one of the biggest sources of information for billions of its users; however, it also has huge potential for disinformation to manipulate public opinion. The above-mentioned effects of social media on political activism are important in determining political dynamics. The Internet encourages its users toward politics and strengthens offline political participation which shows the dual effect of Internet on information and participation toward politics (Nam, 2012). The present study was an attempt to understand how college students use various social media sites and apps and create awareness among them about the current political situation. This helps to know their usage patterns, most used sites, participation in social and political issues.

### **1.3 SIGNIFICANCE OF THE STUDY**

Social media have become a significant means in forming public opinion on the events of human life. College students spend most of their time on social media platforms. This study helped in understanding their usage pattern, how they are getting socialized and how social media create political awareness among them. This helps in understanding how college students are transforming in this digital era and also their social and political interest.



## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 INRODUCTION**

A review of literature is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said who, who the key writers are? What are the prevailing theories and hypothesis? What questions are being asked and what methods and methodology is are appropriate and useful?. The conceptual and empirical literature review helps in rational and credibility to the study. In this review the researcher tried to collect all the relevant literature related to the use of social media among students in their political participation.

#### **2.2 STUDIES ON SOCIAL MEDIA AND YOUTH SOCIAL AND POLITICAL PARTICIPATION**

Brenda Mngusuul Uji in his work”; New media and Mass Communication”(2015)examine the effects of social media is exerting on the participation of Nigerian youths in social political issues .This is against the backdrop of long standing exclusion of youths from issues affecting the polity and governance .The results showed that large number of youth are spending time online, and by participating in social media discussion on socio-political matters affecting the country .They are thus getting informed and raising awareness about different issues through e-publicity and demonstrations, thereby promoting good governance in different ways like accountability. The study recommended that there should be improved media literacy on the part of avid social media users and activist’s .In order to make the best use of the innovation for socio political participation and reduce incidence of false or malicious information going viral and affecting the society negatively.

“Uses of social media among students”; the study conducted by Raj and Raj(2015) says that in a short time people use social media for different purpose for socializing, education, relationship marketing and in politics to elect their leaders and cast their votes .Youth in India are finding social acceptance from these sites and they feel more acceptance on social media then they do in real life. Social media had become the most important means of communication and medium of learning for students.

The work “Impact of social media use among college students “conducted by Hariharan (2015) points out that social media created new modes of communication with family and friends Adolescent and college students are those who uses these sites mostly. Social media provides freedom to express their thoughts and ideas. Advancement in digital and electronics made users to get easy access to various social media platforms.

Shabir ,et. al,(2015) conducted work on “The Impact of social media on youth :a case study on Bahawalpur city “suggest that the majority of the respondents show the agreement with the influence of social media .Social media is beneficial for youth in the field of education. Negative use of social media is deteriorating the relationship among the communities.

“Participatory politics: new media and youth political action “conducted by Cathy J Cohan and Joseph Kahne says that youth who pursue their interest on Internet are more likely to be engaged in civic and political issues. Youth who use the Internet are also more likely to be exposed to diverse political viewpoints. Young people are often considered as a group that doesn’t matter even tend apathetic towards politics. Youth participation via new media in countless ways both in U.S and abroad so much civic and political life is online. Digital media literacy education dramatically increased student’s exposure to diverse perspectives and boosted online engagement. Being part of online participatory exposes youth to a greater degree of diverse viewpoints and issues and is related to higher level of civic engagement.

The work named “The utilization of social media for youth outreach engagement: a case study “conducted by Chitat Chan and Michael J Holosko. This article reports a case study that aimed to explore and conceptualize the use of social media in youth outreach engagement in Hong Kong .This study includes reviewability, visibility, authoring capabilities and associate capabilities of social media .Compared to youth outreach in physical settings, online outreach demonstrates greater visibility of interactions and improved immediacy but also implies losing privacy and change in professional identity. It used social media affordance as a heuristic lens to inform the analysis. This concept refers to latent utility of social media, which dependent on both the intrinsic features of social media and perception of users.

In the study youth new media and the rise of participatory politics conducted by Joseph Khane ,Ellen Middaugh and Danielle Allen says that ascendancy of today’s news media represents another transformation period .online networks support both structural interaction among people and more open ended participation in a range of activities by facilitating access

to political information and by providing tools and avenues for political expression and mobilization digital media have created new possibilities for civic and political participation .As of New York times report (2009) 80% of political leaders has setup their own you tube channel enabling unfiltered communication to their constituents. Youth are often expert and highly engaged with new media enable them to have political voice .This will help them to counter their relatively low level of engagement with many dimensions of political life

Keating and Melis conducted a study on social media and youth political engagement: preaching to the converted or providing a new voice for youth. This article argues that these online tools have not thus far mobilised a new audience to become engaged in either institution oriented activities or political expression .Young people are far more engaged in social media for political purposes than others .The principal drive of online political engagement is political interest .Hence social media provides a new outlet for some young adults it is not re engaging the young adults who have already lost interest in politics .It is about examining the extent to which young adults are using social media for more routine types of political engagement such as political discussion or joining or following campaigns .it is also studies whether some young are more highly engaged in this medium than others as well as predictors of this differential online engagement are. Analysis suggests that young adult's participation in online political engagement is driven by their political interest rather than their socio demographic characteristics.

Taufiq Ahmed ,Alma Alvi ,Mohammed Ittefaq conducted a work on The use of social media on political participation among university student.

“Social media and youth conducted” by Leslie Haddon examines young people's experience of social media .While term ‘social media ‘often refers to a more restrictive range of internet based platforms, a broader understanding of social media taking into account historical antecedents, allows an appreciation of the precursors to current online practices, issues, and research frameworks. It covers relevant research on young people's use of mobile phones and the internet, before examining the emerging risk agenda.

In Rhon Terulle's work Social media and youth activism says that many young people are found voice through these platforms and speaking up for change. Youth are civically engaged and involved in movements outside traditional political groups such as trade unions and political parties. Youth actively participating as social change agents. The central question of this study was to investigate the potentiality and limitations of social media in facilitating

youth activism. The result suggested that Facebook's potential to connect young activism is tremendous, sustaining a young person's interest in a group and in a cause is bit more challenging.

Travis L Gosa in the article Black youth social media and 2008 presidential election suggest that African American youth with Internet access are not contributing to online communities. The study is about questioning digital inequality in new media competency and participation. In the American context, the 2008 presidential election was the first on which political participation and civic engagement moved to digital, online communities. Social media solved the problem of scarcity, opportunity hoarding, and exclusion by powerful business elites. The participation gap denotes the unequal opportunity to experience, create, and share self-generated media online. Eventhough some youth with access are not utilizing social media technologies. Post-election analysis of Obamas social media advantage shows how political capital can be produced through online social networks

In the work of Monica Singh and Sherry Sabarwal 'Social Media Usage Positive and Negative Effects on the Life Style of Indian Youth "Iranian Journal of Social Sciences and Humanities Research Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. Simultaneously, social media have also some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth. This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, over utilization of social media leads youth towards addiction.

The article named "Designing for youth civic engagement in social media" identify different forms and meanings of civic participation found among young people in social media. This is about design and evaluation of social media applications that support youth engagement in society. Such knowledge is particularly useful for stakeholders who aim to create online arenas where youth can express and strengthen their community involvement. We draw on

earlier research and the results of four recent group interviews to define the characteristics of civic engagement among youth in social media. On basis of the characteristics they suggest nine design recommendations to support youth civic engagement in social media. Social media is seen as a new and promising arena for civic engagement, which may be particularly relevant for youth, as this group is regarded as being at the forefront of new media uptake. Recent reports also indicate that young people are more eager than the rest of the population to engage in online political and civic activism.

In the article named “The Personal Is Political on Social Media: Online Civic Expression Patterns and Pathways Among Civically Engaged Youth” by Emily c. Weinstein points out that across the domains of their experiences, contemporary youth face decisions about when and how to express their voices on SNSs. Should they share information about their romantic lives, academic successes and failures, career aspirations, social engagements, or the societal issues about which they are most excited or concerned. Because SNS use among youth approaches near ubiquity, navigating these decisions becomes increasingly relevant to their daily lives. In the civic sphere, previous research illustrates the potential for online civic expression and participation to support engagement. However, the current study represents the first systematic documentation of the propensity for civically active youth to engage in different patterns of online expression and the considerations underlying their expression decisions. From these considerations and patterns he propose a framework that illuminates the tensions of engaging in civic expression on SNSs. By documenting nuances in youth’s decisions about online civic expression, this work responds to calls from scholars for the need to incorporate skills for public communication and expression into 21st-century civic education initiatives. In addition, this framework can be used to engage youth in reflection and dialogue about their individual decisions related to online expression, both civic and otherwise.

The work “Processes of Political Socialization: A Communication Mediation Approach to Youth Civic Engagement” by Nam-Jin Lee, Dhavan V. Shah, Jack M. McLeod shows that a national panel survey of adolescents (ages 12-17) and their parents conducted around the 2008 general election, this study explores the varied roles communication plays in socializing youth into democratic citizenship. In particular, we propose and test a communication mediation model of youth socialization, in which interdependent communication processes located in the family, schools, media, and peer networks combine to cultivate communication competence, a set of basic communication skills and motives needed for active and informed

participation in public life. Analysis of our panel data indicates that participation in deliberative classroom activities and democratic peer norms contribute to civic activism among youth. These peer and school influences, however, are found to be largely indirect, working through informational use of conventional and online news media, and expression and discussion of political ideas outside of classroom and family boundaries. In particular, our findings highlight strong online pathways to participation, centering on news consumption and political expression via digital media technologies, suggesting the key role of the Internet in this dynamic.

“Adolescents' uses of media for self-socialization” of Jeffrey Jensen Arnett paper is on the role of media in the socialization of adolescents. A typology of adolescent media uses is presented, including entertainment, identity formation, high sensation, coping, and youth culture identification. Then, these five uses are discussed in relation to adolescent socialization. The central point of this discussion is that media differ from socializing agents such as family, school, community, and the legal system in that adolescents have greater control over their media choices than they do over their socialization from these other sources. The result is a substantial degree of self-socialization, in the sense that adolescents may choose from a diverse range of media materials the ones that best suit their individual preferences and personalities. Another result is that there is often a lack of integration in the socialization of adolescents, in the sense that they may receive different socialization messages from media (and peers) than they do from the adult socializes in their immediate environment.

Article named “Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political Participation ”by Homero Gil de Zúñiga, Nakwon Jung, SebastiánValenzuel for example civic participation shapes civic and political concerns ,identity and purpose, and academic engagement and achievement and health and we'll being .The distinguishing characteristics of participatory politics activities in particular might promote positive outcomes for youth information seeking is positively related to democratic engagement for youth even after controlling for previous civic engagement suggesting that online news seeking reinforces an expands social participation.

Jim Macnamara's study on Democracy 2.0 published in Australian Journal of Communication,65, 2012states that With the so-called ‘Arab Spring’ attributed at least in part to social media, communication scholars, sociologists, and political scientists concerned

about a democratic deficit in many countries are looking optimistically to social media to give New energy to the public sphere. However, research indicates that many claims in relation to social media are over-stated. This article reports critical analysis of five case studies of recent attempts by electoral management bodies in Australia and New Zealand to engage citizens in democratic participation and their relevance and role in representative and deliberative democracies.

“Social media and youth participatory politics among University students” conducted by Khalil Ahmed and Karim sajjad Sheikh is a survey conducted in March, 2013. The findings of the study indicated that a large number of the respondents participated in political activities through social media. Facebook provided the respondents with common platform to discuss issues confronting Pakistani society. Respondents’ engagement with discussion on national issues was significantly related with their participation in political campaigns and persuasion to vote in upcoming elections 2013. A small proportion of the respondents participated in traditional political activities. This finding underscored the need to enhance youth participation in institutional politics to cultivate civic minds.

Michael Xenos, Ariadne Vromen, Brian D Loader conducted research on ‘The great equalizer ? Patterns of social media use and youth political engagement in three advanced democracies ‘published in *Information, Communication & Society* says that recent developments suggest a strong relationship between social media use and political engagement and raise questions about the potential for social media to help stem or even reverse patterns of political inequality that have troubled scholars for years. In this paper, we articulate a model of social media and political engagement among young people, and test it using data from representative samples of young people in Australia, the USA, and the UK. Our results suggest a strong, positive relationship between social media use and political engagement among young people across all three countries, and provide additional insights regarding the role played by social media use in the processes by which young people become politically engaged. Notably, our results also provide reasons to be optimistic concerning the overall influence of this popular new form of digital media on longstanding patterns of political inequality.

Diana Owen’s study on ‘ Election media and growth political engagement’ published in *journalofSocialScienceEducation* in 2008 states that election campaigns are regular opportunities for heightened political engagement and socialization. For many young people,

politics becomes most visible and concrete during electoral contests. However, campaign media, at least in the United States, typically have not targeted young voters with messages that enhance their participation and turnout. In fact, much traditional election media coverage of youth has emphasized their lack of interest and involvement, and thus works to discourage the development of activist political orientations. With the evolution of new types of dynamic and populist media formats, such as blogs and social/political networking websites, young people have greater opportunities to establish a presence in election campaigns on their own terms. This piece will explore how new developments in campaign media are changing the relationship of young people to the electoral process.

The study 'Social media usage, positive and negative effects on the lifestyles of Indian youth' by Monica Munjial Singh, Mohammad Amiri, Sherry Sabbarwal published in Iranian Journal of Social Sciences and Humanities Research points out impacts in both ways. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. Simultaneously, social media have also some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth. This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, over utilization of social media leads youth towards addiction.

Christine Greenhow's article 'Youth learning and social media' Published in Journal of Educational Computing Research, 2011 Analysis as follows. Acceptance of e-books outsell hard covers by over 40%, Youths are tapping into the free Wi-Fi via their iPads and reading electronic book titles layered with links to extra content such as videos, the author's spoken commentary, and increasingly, social reading options, such as note-sharing, social highlighting, real-time book discussions, ratings, tags, and links to Facebook and Twitter etc similar trends in education also occurs. In the last 10 years, Internet access, the nature of the web, and contexts for learning have been transformed, and new desired competencies for learners, teachers, and administrators have emerged. Such shifts have impacted constructs for learning, instruction, and paths for future research . Internet connectivity in schools, homes,



neighbourhood's, and communities has become increasingly pervasive, enabling expanded sites for formal and informal learning. Moreover, technological advancements have contributed increasingly to young people's adoption of social media, a term often used interchangeably with Web 2.0, to refer to online applications which promote users, their interconnections, and user-generated content (Barnes, 2006; Cormode & Krishnamurthy, 2008).

'Purpose of the Media and youth Access Exposure Privatisation' by Donald f Roberts, published in Journal of Adolescent and health is to describe US youth's access and exposure to the full array of media, as well as the social contexts in which media exposure occurs. Methods: A cross-sectional national random sample of 2065 adolescents aged 8 through 18 years, including oversamples of African-American and Hispanic youth, completed questionnaires about use of television, videotapes, movies, computers, video games, radio, compact discs, tape players, books, newspapers, and magazines. Results: US youngsters are immersed in media.

Mary Madden, Amanda Lenhart, Sandra Cortesi, Urs Gasser, Maeve Duggan, Aaron Smith, Meredith Beaton study on "Teens ,social media and privacy published in Pew Research Center 2013.published its first report about teenage life online and described the state of teens' experiences online this way the Internet is the telephone, television, game console, and radio wrapped up in one for most teenagers and that means it has become a major "player" in many American families. Teens go online to chat with their friends, kill boredom, see the wider world, and follow the latest trends. Many enjoy doing all those things at the same time during their online sessions. Multitasking is their way of life. And the emotional hallmark of that life is enthusiasm for the new ways the Internet lets them connect with friends, expand their social networks, explore their identities, and learn new things.

'Fields of impact of social media on youth. Methodological implication'Published in Acta Educationis Generalis,2015 by Stanislaw Juszczuk says that using social media Web sites is among the most common activities of today's children and adolescents. Such sites offer today's youth a portal for entertainment and communication, and have grown exponentially in recent years. Parents and teachers become aware of the nature of social media sites, thus they do not know that not all of them are healthy environments for children and adolescents. This field is important because pedagogists, psychologists and paediatrics need to understand how youth lives in a new, massive, and complex virtual universe, even as they carry on their

lives in the real world. In the article I have presented a discussion of a few empirical research carried out by different authors to show various aspects of child and adolescent development in this virtual universe and to present the methodological implications of such types of studies.

Alcides Velasquez and Robert LaRose study 'Youth collective activism through social media, the role of collective efficacy' published in *New media and Society*, 2015 is Based on Social Cognitive theory .This study propounds the concepts of online political self- and collective efficacy and explores their relationship to online collective political activism. Findings of a survey of members of three activist groups of a US Mid-Western university suggest that a correspondence exists between efficacy perceptions and the level of agency at which the political activities are performed online. Also, online collective efficacy perceptions influence individuals' participation in online collective actions, but this relationship is moderated by the perceived interdependence of the actions.

'Youth engagement in Singapore: the interplay of traditional and social media' done by Marko M Skoric and Nathaniel poor published in *Journal of Broadcasting & Electronic Media*, 2013.This research examines the implications of social media use for political engagement among young people in Singapore. The project included a qualitative analysis of a student protest, followed by a national survey of young Singaporeans. The findings suggest that social media use is positively related to traditional political participation, while also providing evidence of the continued importance of traditional media for political engagement. More specifically, we find that the attention paid to news in traditional media is a more important predictor of both traditional and online participation than the generic use of Facebook.

Peter B Brandtzæg, Asbjørn Følstad, Henry Mainsah's article *Designing for youth civic engagement in social media* in *Proceedings of the IADIS International Conference of web based communities and social media*, 2012. In this paper,they identify different forms and meanings of civic participation found among young people in social media. This is key knowledge for the design and evaluation of social media applications that support youth engagement in society. Such knowledge is particularly useful for stakeholders who aim to create online arenas where youth can express and strengthen their community

'Crisis as opportunity, youth, social media and renegotiation of power in Africa' conducted by Akin Iwilade published in *Journal of Youth Studies*, 2013. conceptualises 'global financial crisis' as primarily political and focuses on the way it impacts on the ability of youth to renegotiate their place and space with patterns of authority and control in Africa, using the instrumentality of new media. Three main arguments are made. First is that, even though the crisis occurred *within* the economy, non-economic causal factors were key triggers. Second, the intersection between youth protest, the pressures of a global system in crisis and the opportunities being provided by globalised social media has been critical not only to the deepening of resistance, but also to the ability of youth to appropriate the discourses and channel grievance. Third, youth appropriation of protest discourses surrounding the pressures of the recent global crisis has forced a renegotiation of patterns of authority and control and is deepening stability challenges in different ways. This paper concludes by examining how the state has responded to this emerging youth ability to not only demand but also impose discourses within the public space.

The Paper influence of social media on euthanasia in Rongo University conducted by Charles Niangua. Charles Nyambuga, *J Ogwen* *J Mass Commune Journalism*, 2014. The past has witnessed a growing interest among researchers in exploring the linkages between the media attitudes and behaviours of youth in Kenya. In the context of increasing use of social media, research on the influence of social media on youth leisure is significantly low. Very few studies have explored media use patterns among youth in terms of their media preferences and active leisure participation. A recent review of youth use of social media recommends the need for research aimed at understanding how the social media influences youth and how youth allocate time in active leisure as they use social media. Therefore this research seeks to find out the influence of social media on youth leisure in Rongo University College Town Campus.

The article named mentoring in the digital age Social media use in adult youth relationship. By Sarah Schwartz ,Belle Llama etal says that With digital media use on the rise among adolescents and adults alike, youth-serving organizations, and mentoring programs in particular, are increasingly in the position of having to develop policies that take advantage of the potential benefits of social media use, while guarding against potential risks. They explores program and policies or use of various forms of digital communication (i.e., texting, email, Facebook, Skype, photo sharing) in the context of youth mentoring relationships.

Andrew J Flanagin and Miriam J Metzger's, 'Digital media and youth:Unparalleled opportunity and unprecedented responsibility' named article points out that With the sudden explosion of digital media content and access devices in the last generation, there is now more information available to more people .Basic human activities have changed as a result, and new possibilities have emerged. there exist incredible opportunities for learning, social connection, and individual entertainment and enhancement in a wide variety of forms. Indeed Internet played a crucial or important role in at least one major decision in their lives in the last two years, such as attaining additional career training, helping themselves or someone else with a major illness or medical condition, or making a major investment or financial decision. Determining trust, believability, and information bias—key elements of credibility—become critical as individuals process the information in their lives gleaned from digital media. Understanding credibility in this environment is also important because it is a concern that cuts across personal, social, and political domains. personal and social identity is often established and known primarily or exclusively through computer-mediated interactions.

Influence of social media on branch choice. Behaviour, Emma. Youth in India an empirical study' by Bernadatte D'silva ,Roshini Bhuptani ,Sweta Menon put forwards the growing importance of internet in day to day urban life, social media in the minds of youth. Most of the companies ensure to have their presence felt on social media websites to attract large number of potential customers. The basic objective of paper is to understand the usage pattern of social media among youth in the city of Mumbai. It also aims at assessing the influence of social media on the consumer buying behaviour. Thus the research justifies the corporate spending enormous funds behind advertising of their brands on social media websites.

The study' Social media use and information sharing activities among youth in Malaysia 'by Saodah Wok, Syed Arabi Idid and Rahim tries to explore the popularity of the social media sites, the level of use of the social media sites, the types of information-sharing activities involved on the social media sites, to compare youth of various background in relation to information-sharing activities, and to analyse the relationship between the level of social media use and the information-sharing activities among youth. Findings showed that youth always use social media to share information including personal information. Results also showed that youth used the social media more for sharing negatively-oriented information

compared to the positively-oriented information. Although there were more items on the positively-oriented information-sharing activities .

The article ‘Do use social media technology among Malaysian youth’ conducted by Farrah Yusup and Melati Sumari is an exploratory .Based on the profile of Malaysian young adults age 20 to 24, also as the Millennial generation, with special regard to their use of Internet and social media technologies. Findings indicate that the most preferred activities are online communication and socialization, followed on researching on specific information for the purpose of completing assignments, “how-to” and “do-it-yourself” information. The least preferred activity is buying things such as books and clothing online. Additionally the Academy of Islamic Studies students are more active in discussing political issues online compared to their peers from other schools. Data from this study will allow social researchers to utilize Internet and social media technologies for the teaching and learning activities

‘Online political participation : a study of youth usage of new media’ is conducted by0 Ali Salman and Suhaana Saad This paper aims to analyse the present use of the new media by youth to gauge their usage in relation to political participation. This study is a country wide survey covering Peninsula and East Malaysia. From the results, majority of the respondents, are social media users having a social media account. A discouraging trend with regard to participation is the very low level of giving comments on general societal issues ranging from social issues, the environment to politics. The youth are more inclined to using the new media for entertainment and social networking. It is time to use the new media to engage with community leaders and politicians and comment on issues related to political issues.

The study ‘Media and socialisation :underlying processes and moderator’s of effects ‘by Eric F Dubow, L Rowell Huesmann and Dara Greenwood shows that some youth are more affected by media exposure than other youth, the study examine factors that moderate the effects of media exposure on youth , the socializing impact of educational programming on pre-schoolers, the effect of violent content on children, and the impact of sexual content on adolescents describing the prevalence of children's exposure to television, video games, and the computer, paying particular attention to age, gender, and socioeconomic differences .It examine theoretical explanations describing the underlying processes by which media exposure influences youth.

Research conducted by Anderson and Jiang ‘Teens social media and technology, 2018 ‘ points that there exist a shift in teens’ social media use and technology landscape for young people has evolved since the Centre’s last survey of teens and technology use in 2014-2015. Most notably, smartphone ownership has become a nearly ubiquitous element of teen life. These mobile connections are in turn fuelling more-persistent online activities. Most of them are online YouTube on a near-constant basis.

‘The role of social media On positive youth development’ by Lee and Horsely examines the role of Facebook communications in developing six traits—competence, confidence, connection, character, compassion, and contribution—and their effects on youth civic engagement by analysing a 4-H club case analysis communication patterns of the national 4-H Facebook page through content analysis of posts from 2009 to early 2015. The findings emphasized the critical role of social media in fostering positive development of youth and future civic engagement, and practical implications are discussed.

The paper ‘Six P’s of You would social media from a young consumers perspective by Hongjun Wang provides insights into how social value creation helps companies large or small in creating positive social media presence while providing insights into the six P’s of social media (person, profile, perception, peer, post, and pull) and their significance by providing overview and understanding of core components that make up the current social media environment from a young consumer's perspective to enable successful communication, outreach and engagement techniques to be developed. The creation of social value will be encouraged and better policies and support can be developed to address abuses of social media according to the researcher.

The work ‘Learning to use Internet and online. social media, done by Grace, Ragavendra and Newman says that the intervention was effective in increasing performance and satisfaction with goals for increasing internet use to connect with others and for increasing the number of online communication partners. There was no significant change in loneliness or self-concept. This study shows that the internet may be a viable tool in increasing the social participation of youth with CCN. However, some youth and their families required intensive support and technical assistance to gain confidence in internet use and in use for social purposes.

The work of Norman 'e- health promotion and social innovation among youth' is a presentation focuses on the way in which the a youth engagement organisation named YVRG introduced interactive blogging, photographic elicitation, and video documentaries, alongside real-world social action projects, to promote youth health and to assist in research and evaluation. Opportunities and barriers including literacy and access to technology are discussed and presented along with emerging areas of research including more effective use of smartphones and social networking platforms such as Twitter, Facebook, and YouTube in health promotion and public health.

Article 'Digital media use and youth' authored by Bennett ,Hussain, Freelon and wales says the story of communication and civic engagement. The plot is centered on how young citizens use digital media and about the emerging story of political communication and civic engagement involves changes in societies and communication technologies, and resulting changes in the nature of citizenship and political organization. Political communication tended to be organized institutionally around authorities using mass media channels to cue individual identifications with values embodied by parties, unions, government, movements etc.

'Imagining the engagement, mute social media and electoral processes' by Delia Dumitrica. Focuses on the 2010 municipal elections in Calgary, Canada, to explore the discursive construction of social media in relation to political engagement. In this articulation, social media appeared as both the tool that produced engagement and the space where this engagement unfolded. The focus of the article is on questioning the implications of this discursive construction the solution to the problems of democracy remains highly problematic, yet also indicative of a deep preoccupation with the conditions of modern life, and particularly the desire to find solutions to the increased complexity of the social systems.

The article 'You participation in Social media and political attitudes in Nigeria ' of Dagon,Karick and Abubacker is the study which investigates the relationship between Facebook users' political attitudes and online political participation among youth. The results revealed a significantly positive relationship between face book usage and political participation among the youth in Nigeria. However, Facebook use rate did not significantly influence political participation. It is therefore concluded that Facebook usage affords persons of different perspectives the ability to unite and engage in political discourse.

Bennett's article Civic online life examines the relationship of online action and real-world politics. The contributors discuss not only how online networks might inspire conventional political participation but also how creative uses of digital technologies are expanding the boundaries of politics and public issues. Civic Life Online describes the many forms of civic life online that could predict a generation's political behaviour.

The article by Bennet on ' Online Communication, social media and adolescent and well being identified both the beneficial and harmful effects of online communication and social media technology amongst young people. Results are investigating or exploring the effects of online technologies on adolescent mental well-being or related concept(s). The benefits of using online technologies were reported as increased self-esteem, perceived social support, increased social capital, safe identity experimentation and increased opportunity. The majority of studies reported either mixed or no effect(s) of online social technologies on adolescent wellbeing.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Social participation or social engagement refers to once degree of participation in a community or society. In this study, social participation is analysed on the basis of degree of participation in the social media community. It is about the involvement of college students in activities that provide interactions with others in social networking sites and individual activities affecting politics. Thus political participation in this study refers to all voluntary activities by which students tried to influence political outcomes.

Social media keeps up to date with things that are going around the world. It gives youth a place to express themselves in a way that a public place wouldn't allow us to.

**3.1 Title of the study:** Social Media Use And Socio-Political Participation of College Students

**Research Strategy:** Quantitative strategy was employed in the study due to the large population and for generalisation of the result.

### **3.2 RESEARCH OBJECTIVE**

#### **General Research Objective**

1. To find out the Socio-political participation of college students through social media  
Social media is very popular among young generation. Social media is continuing to get popularity irrespective of time and space. Impact of social media on youth is also quite evident in different frame of live. Youth have the perfect place to express themselves in such a way in which they won't be allowed to do in public. An online medium also creates online and offline forms of social and political activity.

#### **Specific Research objective**

1. To Analyse the influence of social media on the social life of college students
2. To assess gender discrimination in social media platforms
3. To understand the attitude of college students to online information
4. To find out the key social media platforms for political and social participation.
5. To find out the influence of social media for student union activities

### **3.3 VARIABLE**

- Dependent variable: Social participation, Political participation
- Independent Variable: Social apps, gender, source and course

### **3.4 CONCEPTUAL CLARIFICATION**

#### **Social media**

##### Theoretical Definition

According to Carr and Hayes (2015) " social media are Internet based channels that allow users to opportunistically interact and selectively self represent, either in real time or asynchronously, with both broad and narrow audience who derive value from user generated content and the perception of interaction with others".Social media is an internet based medium where people can express their views on various matters in words,pictures, videos etc.

Zhang and Jiang defines Participation as the commitment of a member to stay in the group and interact with other members. Milbrath and Goel defines Political participation as the action of a private citizen seeking to influence or support government and politics.

##### **Operational Definition**

Social media is the digital platform in which user interact with others about diverse topics and share their concerns instantly.

Social participation refers to once degree of participation in social media. It is about the involvement of college students in activities that provide interaction with others in various social networking sites. Political participation refers to an individuals activities affecting politics .It refers to all voluntary activities by which students tries to influence political outcomes.

### **3.5 RESEARCH DESIGN**

In the present study survey design was used as it entails the collection of quantifiable data and includes a large population. Survey strategy is the collection of data on a number of units with a view to collecting systematically a body of quantifiable data in respect of a number of variables which are then examined to discern patterns of association (Bryman 1989,104).

### **3.7 AREA**

Researcher conducted the study among students of a famous college in Trivandrum due to the active participation of students in both social as well as political matters. The name of the college is kept confidential due to ethical reasons.

### **3.8 UNIVERSE**

All the college going students in Trivandrum

### **3.9 UNIT**

A single college going student in Trivandrum

### **3.10 SAMPLING**

Purposive sampling was followed in the study. Purposive sampling is a sampling technique in which researcher relies on his or her own judgement when choosing members of population to participate in the study.

### **3.11 SAMPLE SIZE**

Among the total population 64 respondents was taken as sample. Both male and females were included in the study who belongs to the age group of 18-29. 18 is kept as the lower age keeping in mind the voting age of the individual and 29 as upper age in youth category is 29.

### **3.12 DATA COLLECTION**

Primary source: Primary data is collected with the help of questionnaire.

Secondary source: Secondary sources are records, Journal, online resources and books.

### **3.13 TOOL OF DATA COLLECTION**

A Questionnaire is used to collect information from the students. The questionnaire composed of popular social networking sites among youth, topics they are concerned About, how social media is influencing young minds, is there any gender discrimination among digital users and other sub questions.

### **3.14 PRETEST**

The questionnaire was pretested with few respondents before starting the actual research. This helps to modify the questions in order to make the questionnaire more precise and focused.

### **3.15 FIELD WORK**

After conducting pilot study and pre-test researcher started the actual study. The study was conducted in a popular college situated in Trivandrum by selecting 64 respondents.

### **3.16 DATA ANALYSIS**

Descriptive statistics was used to analyse the data. The filled in questionnaire was subsequently coded and presented in tabular form. The quantitative data obtained is presented in percentages. Frequency tables and charts was used to present data

### **3.17 CHAPTERIZATION**

This study is divided into 5 chapters.

#### Chapter 1

This deals with introduction. It consists of introduction to various concepts related to the study and it also gives a brief introduction of the current situations to be addressed in the study.

#### Chapter 2

Chapter 2 deals with a review of literature. Carried out. Oh carried out during the course of study. It analyses the previous studies conducted by various researchers. Includes global Indian and regional studies.

#### Chapter 3

It is concerned with a research methodology of the study. It includes the title of the study, research design, sample design, method of data collection, tool of data collection. Data analysis limitation and Chapterization.

#### Chapter 4.

In this. It is concerned with data analysis, an interpretation. The analysis was done by using Microsoft Excel.

#### Chapter 5

Chapter 5 highlights the finding made by the researcher and conclusion.

Final part of the research is bibliography. An appendix includes the tool used for data collection in the study.

### **3.18 LIMITATIONS OF THE STUDY**

Non probability sampling

## CHAPTER -4

### DATA ANALYSIS & INTERPRETATION

#### 4.1 INTRODUCTION

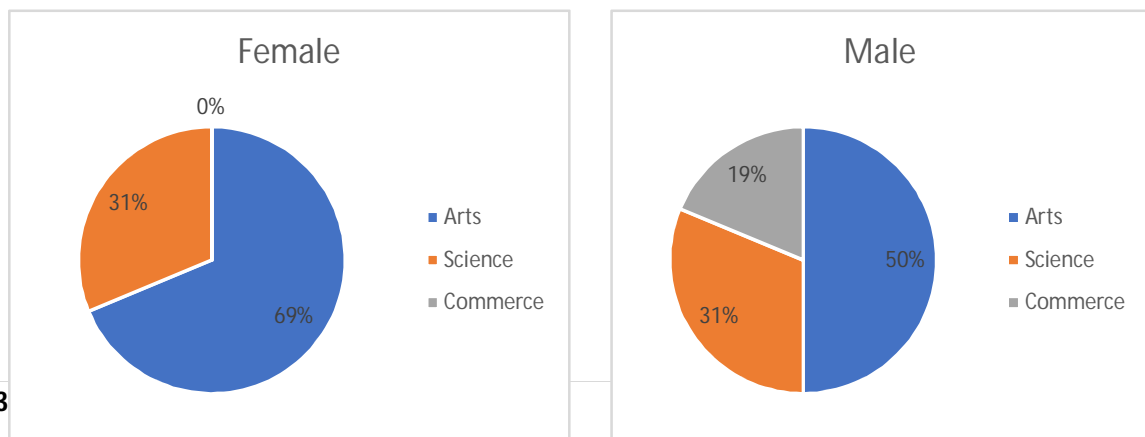
The researcher conducted the study in a popular college situated in Trivandrum with the help of a structured questionnaire. The analysis of survey is examined in this chapter. It is done with the specific objectives proposed in the statement of the problem. The following were the specific objective on which the analysis is carried out.

1. To analyse the influence of social media on the social life of college students.
2. To assess the existing gender discrimination in social media platforms.
3. To understand the attitude of college students to online information?
4. To find out the key social media platforms for political and social participation.
5. To find out the influence of student unions in social and political engagement among college students through social media.

The analysis is done according to the specific objectives. The researcher had taken each objective and questions related to the correspondent variable. The statistical data was produced by using pie charts and bar diagrams. Each graphical representation was analysed and examined according to specific objectives. Online social political participation of the students by using social media on the basis of Social participation, Political participation, gender, Course, Social apps. While analysing the factors, the researchers tries to understand the online social political participation of students.

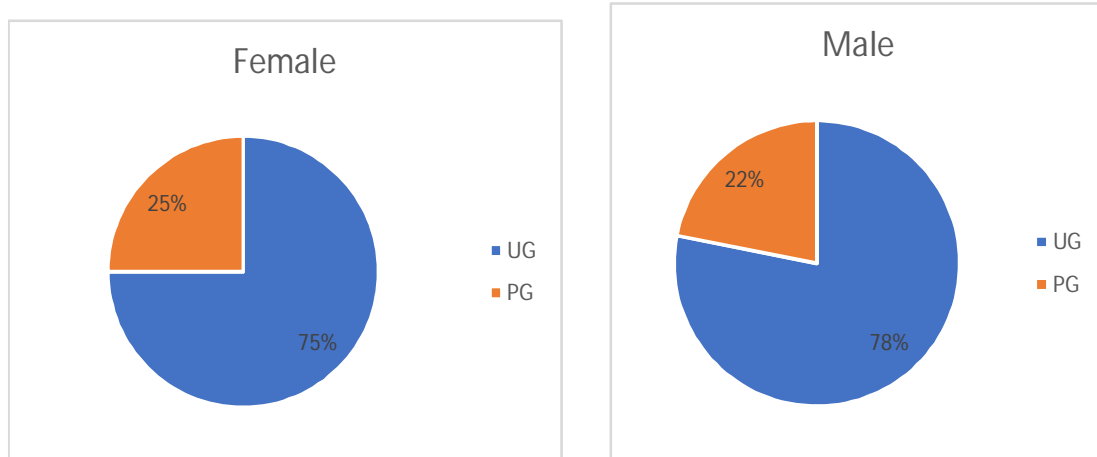
#### GENERAL DETAILS

**Figure 1: Stream of study**

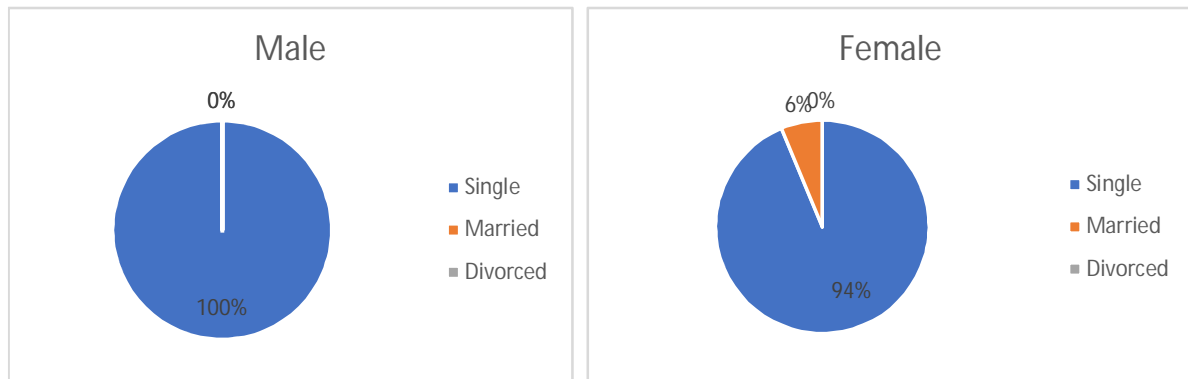


Most of the students participated in the research belongs to Arts stream they comprised 69% female respondents and 50% of male .It is followed by 31% science students from male and female .19 % male belongs to commerce .

**Figure 2: Educational level**

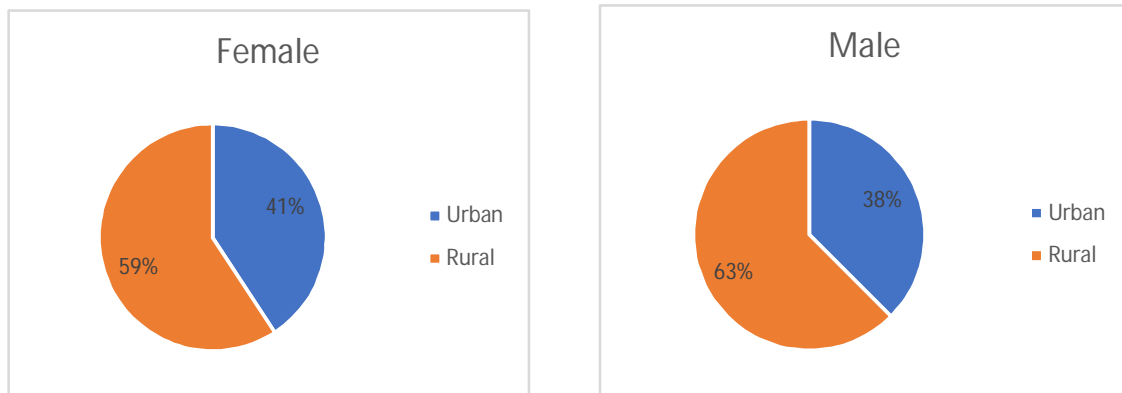


In both case UG Population remained high.75% of female were UG and remaining 25% were in PG. While in male category 78% in UG programmes and 21% doing post graduation.



**Figure 3: Marital status**

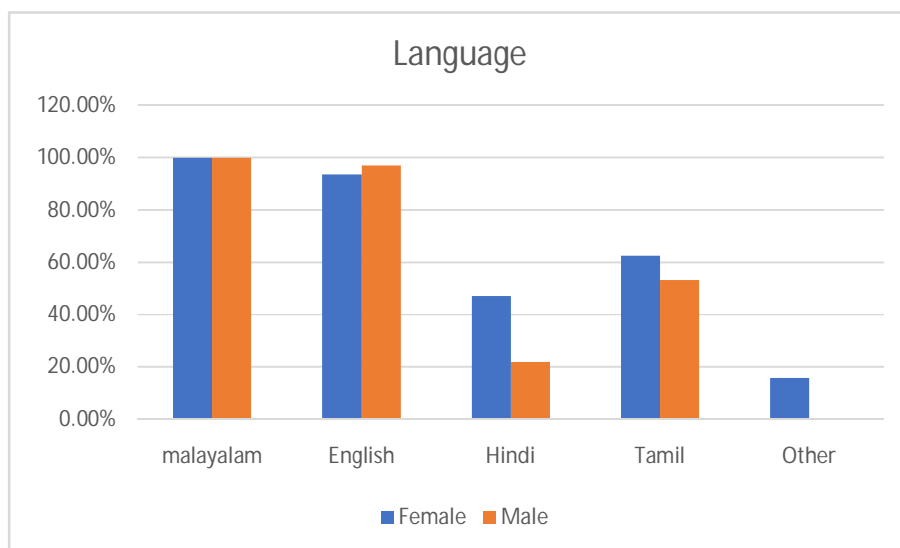
Marital status: Because the primary respondents were students among female category 94% were single while 100% of latter are singles. Only 6.25% female respondents are married. Divorcee were absent in both category.



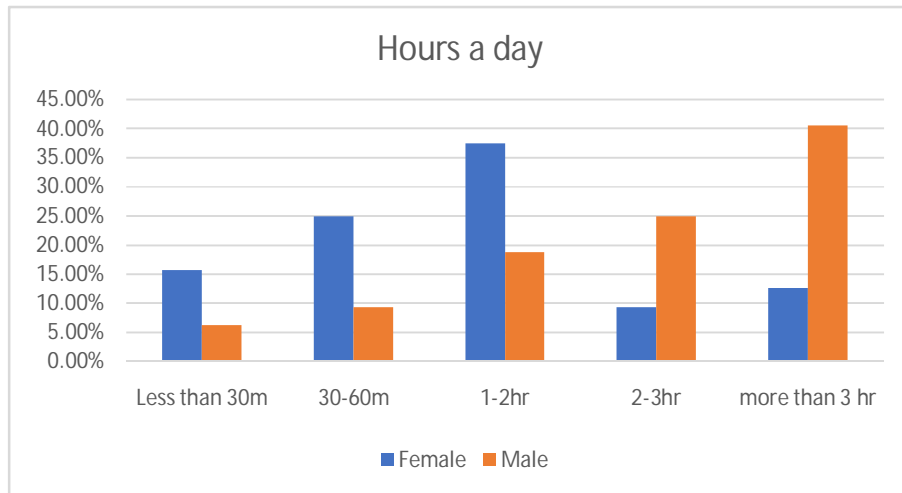
**Figure 4: Place of living**

Majority of female respondents were urbanites comprising 60% and remaining 40% were rural inhabitants. At the same time most of the males are from rural background i.e., 62.50% urban beings are 37.50%.

**Figure 5: Language known**

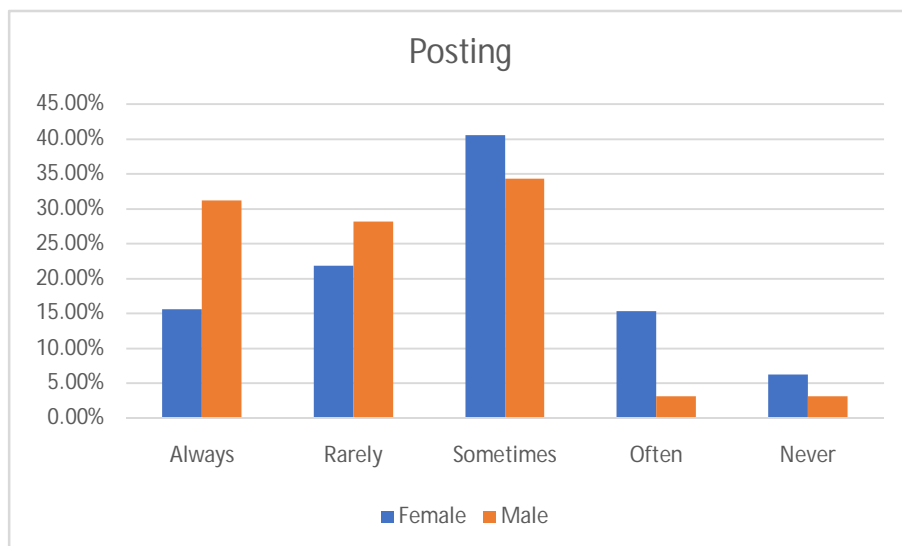


Being native language both the respondents knows Malayalam. Most of them knows English, Tamil ,and Hindi. A few female knows language such as French. Results shows that male have comparatively higher knowledge in English which is 96.88%.Female respondents are better in Tamil than boys which accounts 63%.Knowledge in various language helps in wider involvement in SNS.



**Figure 6: Hours a day**

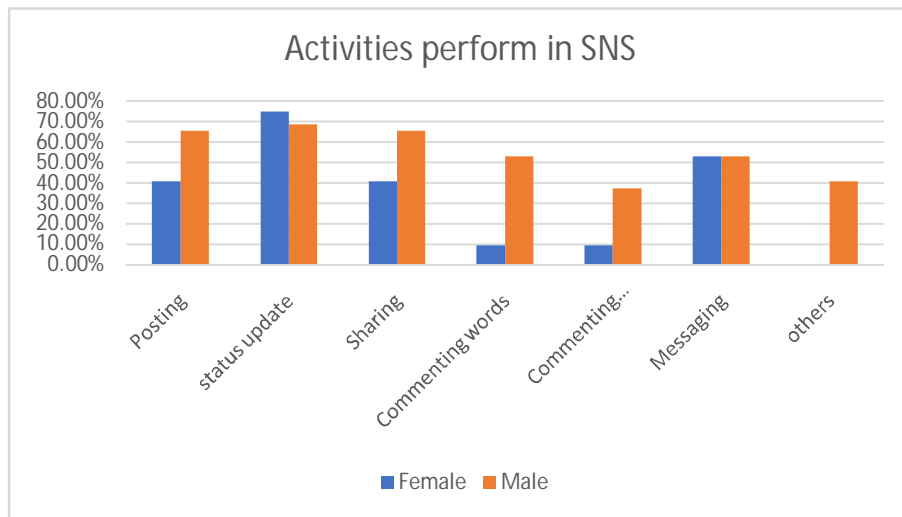
Female students spend time on social media 1-2 hour in a day mostly. While most of the male students spends more than 3 hours in a day. The latter spends higher time. Relatively a very few boys spends less than 30 minutes. Male respondents show a growing curve.



**Figure 7: Posting on Social media**

Respondents doesn't post social issues frequently on social media platforms .Majority among Female and male respondents post sometimes only .15.63% and 31.25% female and male respectively always on social network sites.





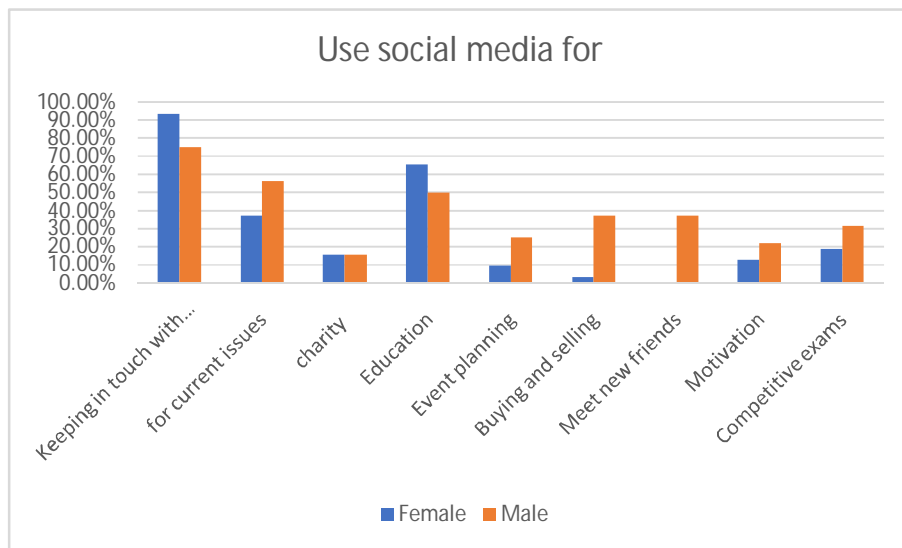
**Figure 8: kind of activities performs in social media**

In the advent of new features in social media most of them were plunged towards status updating being more attention oriented. Among female respondents 75% do status updating among male it is 68.75%. Interestingly both male and female shows equal values in posting, sharing 40.625% females and 40.625 % male respondents. Posting and sharing occurs parallel among students. Among male participants symbols and smiley favours over texting and 40.625% males shows interest in others such as gaming.

**4.2 OBJECTIVE -1:** To analyse the influence of social media on the social life of college students.

Social media can be used for various purposes ranging from keeping in touch with loved ones to selling digitally. Both boys and girls use Social Networking sites for keeping in touch with friends which comprise 93.70%(F) and 75%(M). Apart from this most of female student's use social media for education and to know current issues. Apart from keeping in touch with friends and for education boys uses SNS higher than female.

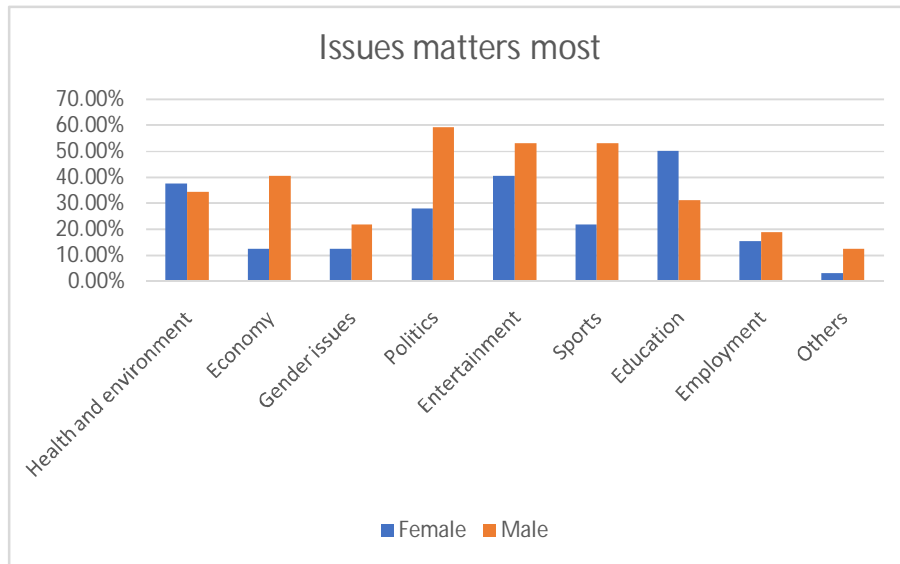
**Figure No 9: Usage of social media**



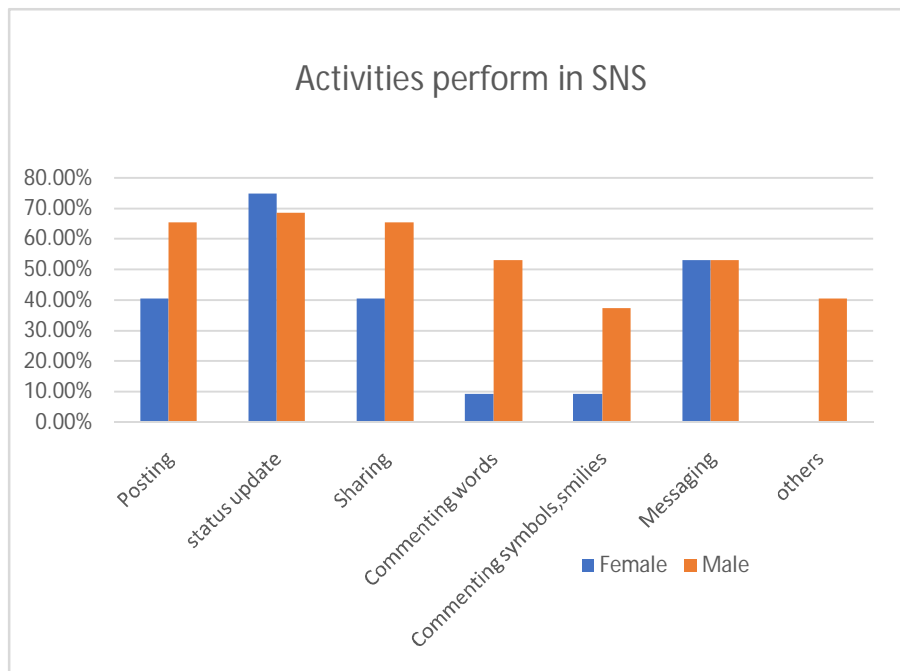
**Issues matters most**

Among female respondents the issues matters most is education followed by entertainment and health and environment. While among males students they are more concerned about politics followed by sports and entertainment. At the same time gender issue more concerned towards male rather than female.

**Figure No 10-Issues matters most**



**Figure 11 Take parting in campaigns**

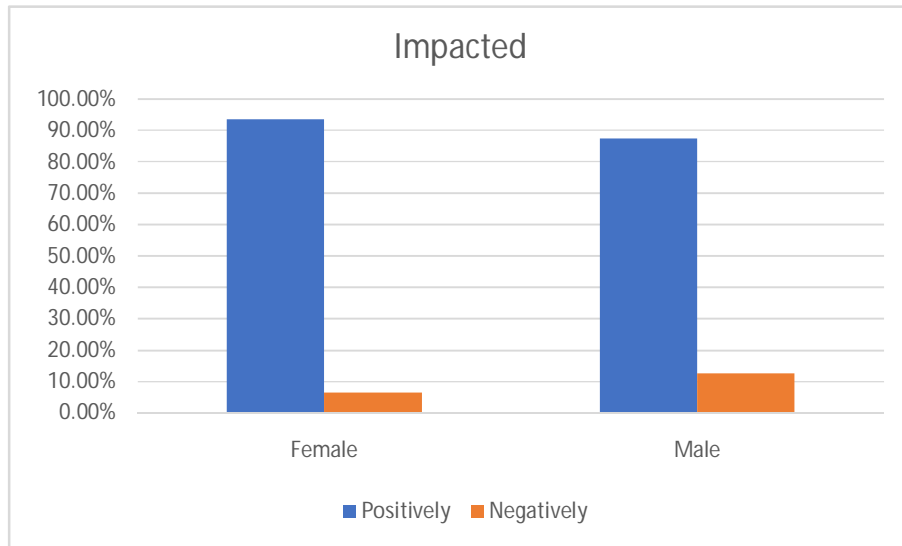


**Take parting in campaigns**

Nowadays various social and political campaigns have huge participation of youth. From above findings 46.875% of female and 78.125% males participated in flood relief campaigns

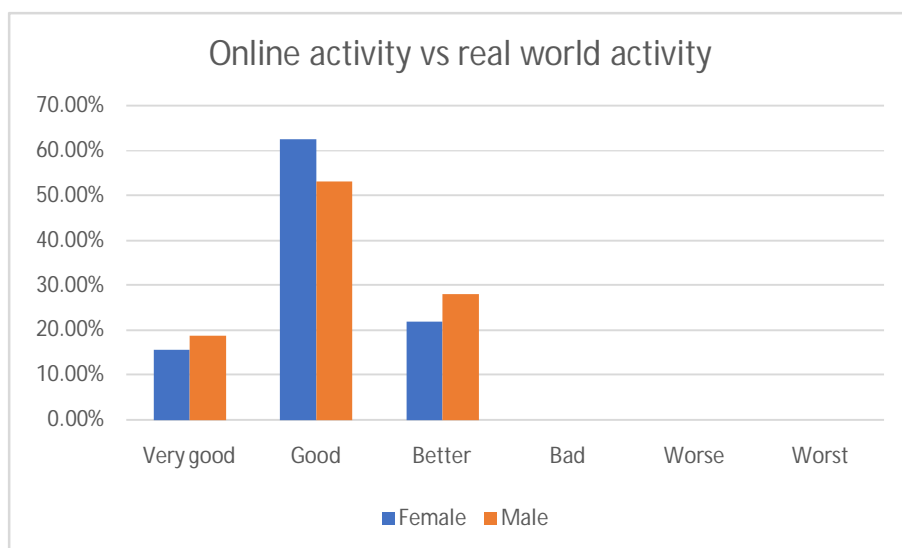
and programmes. Anti CAA had 31.25% and 43.75% involvement of females and males respectively. There is relatively high participation from male students than females.

**Figure No 12 : Impact of social media on students**



The results show that 93.75% of female and 87.5% males were positively impacted by using social media. At the same time 6.25% of female and 12.5% male respondents were negatively influenced.

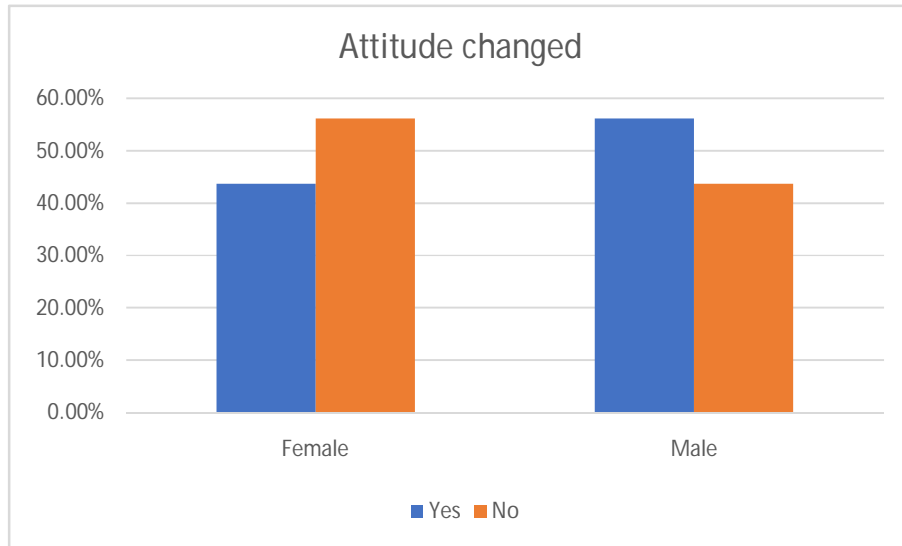
**Figure 13: Online social activity to Real world activity**



While differentiating between online social activity and real world activity majority were rated as good.62.5% female and 43.125% male respondents marked it as a good medium. At the same time 15.625% from female and 18.75% male responded it as very good to Real world.

**Change in attitude**

**Figure 14: Change in attitude**

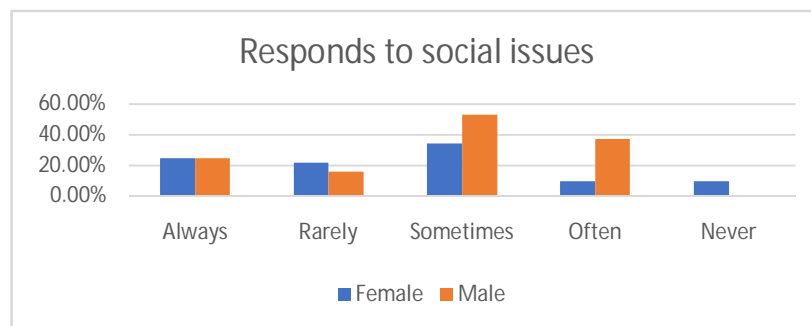


Using social networks doesn't making any prominent attitudinal changes. Majority of the respondents male (56.25%) and female(56.25%) said there were no changes brought through social media. While 43.75% female and males responded that they had attitudinal changes.

**Responds to social issues**

Responding to social issues in social network sites is frequently done by 25% female and

**Figure 15 : Responds to social issues**

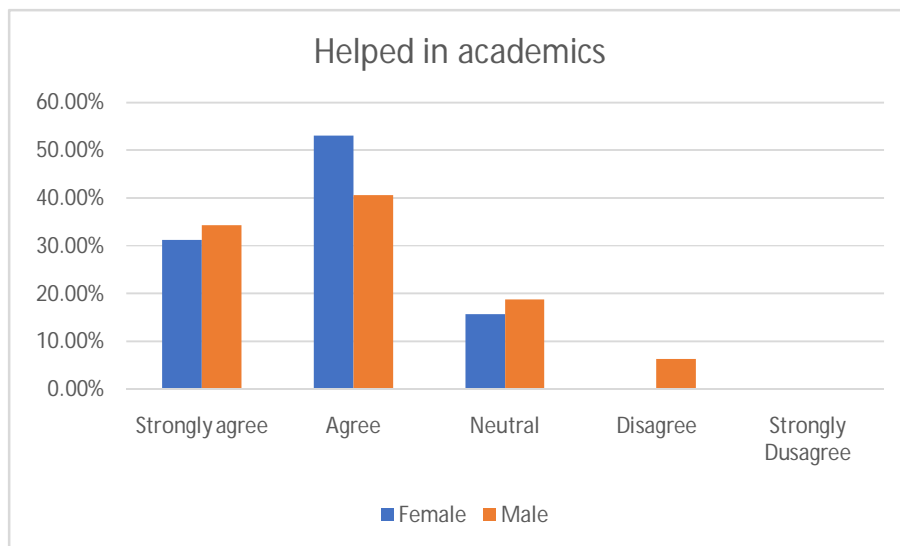


male respondents while majority of the respondents post sometimes only on the issues in

social media platforms. Male participants comparatively highly respond to the issues than female.

### **Social Media Helped in Academics**

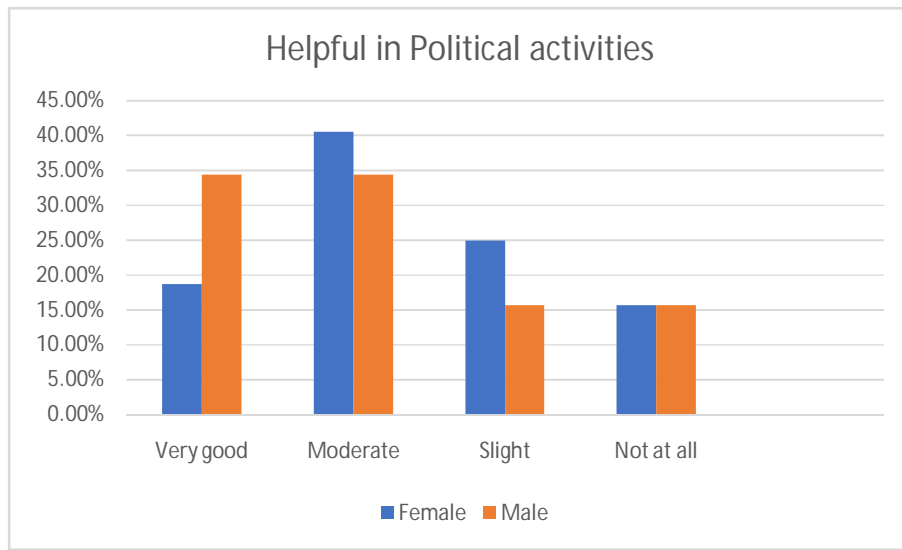
**Figure 16: Social Media Helped in Academics**



Social networking sites acts as a good platform for education among participants. 53.125% of female and 40.625% male depend on social media for academic purpose. None of them disagrees the existence of social media in academics and knowledge.

### **Helped in political activities**

According to female respondents 40.25% of them believe that social media platforms moderately helpful in Political activities. At the same time 34.37% feels it as a very good medium to take part in Political discussions and to know about political matters. The figure below shows that an equal number of males and females are of the opinion that social media helps in political activities

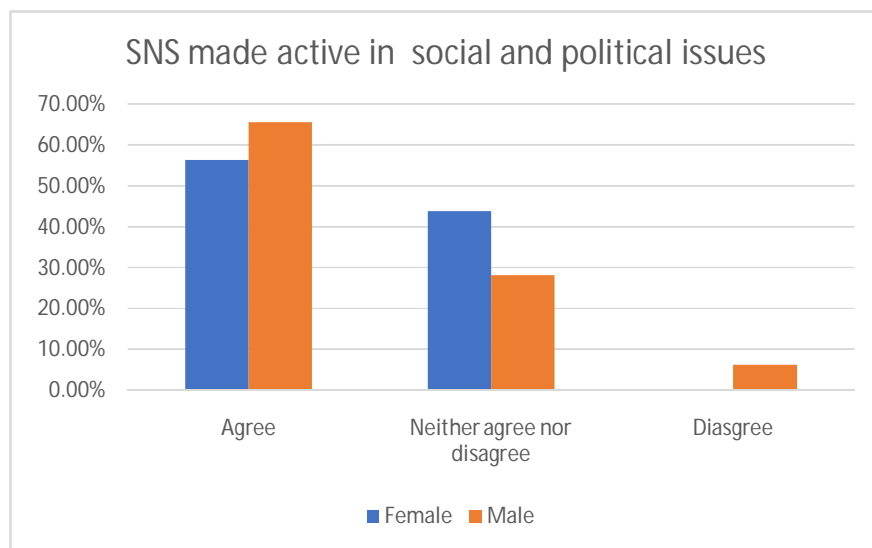


**Figure 17 : Helped in political activities.**

### **Made active in Social and Political activities**

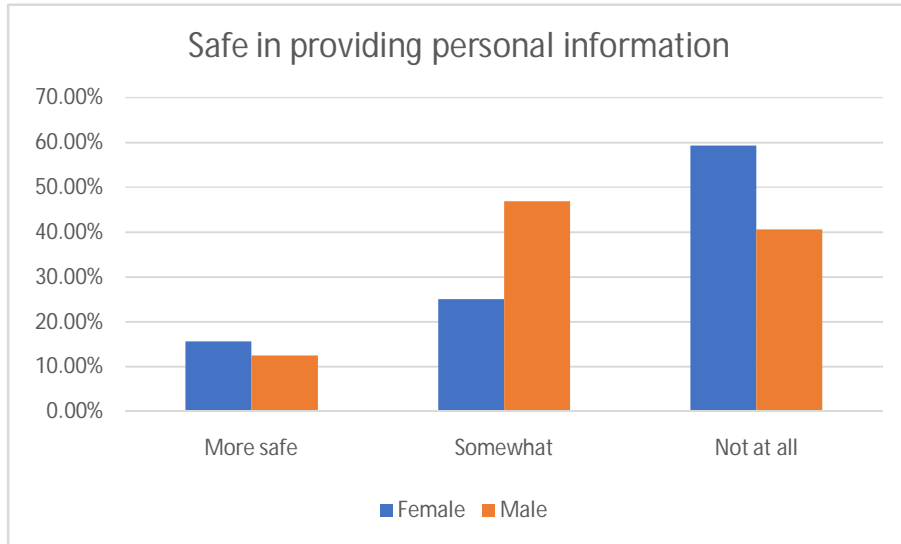
Majority of the Students agreed the fact that there exists a prominent role of diverse social media platforms to take part in social as well as political issues ranging from simply reacting to take part in real life activities. 56.25% female student's and 65.625% male students agrees to that idea, while 6.25% male disagrees to it.

**Figure 18: Made active in Social and Political activities**



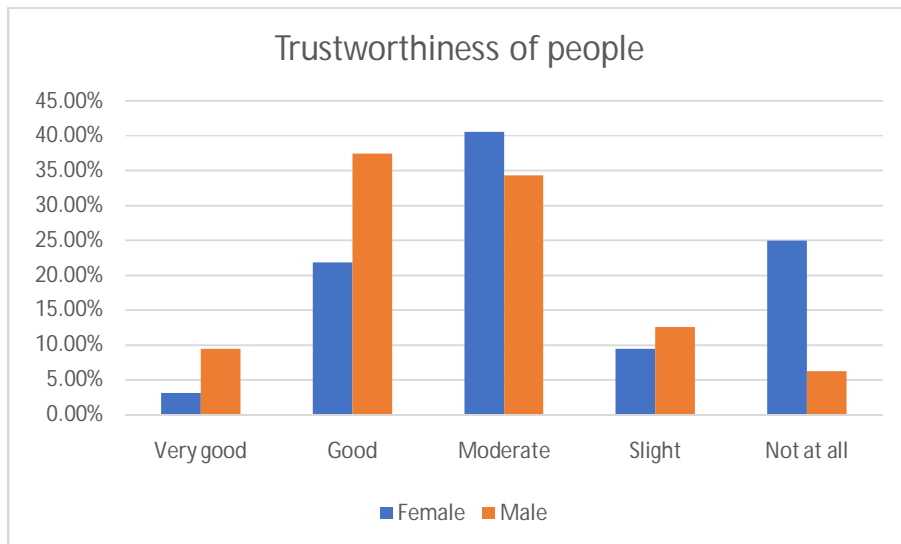
**OBJECTIVE 2** To assess the existing gender discrimination in social media platforms.

**Figure 19: Safe in providing personal information**



Majority of the respondents have zero safety in providing personal information in social network sites. Even though there are billion capital companies there still exist problem concerning confidentiality. 46.875% male respondents feels somewhat safety in providing information. Only 15.625% female and 12.5% male feels safe.

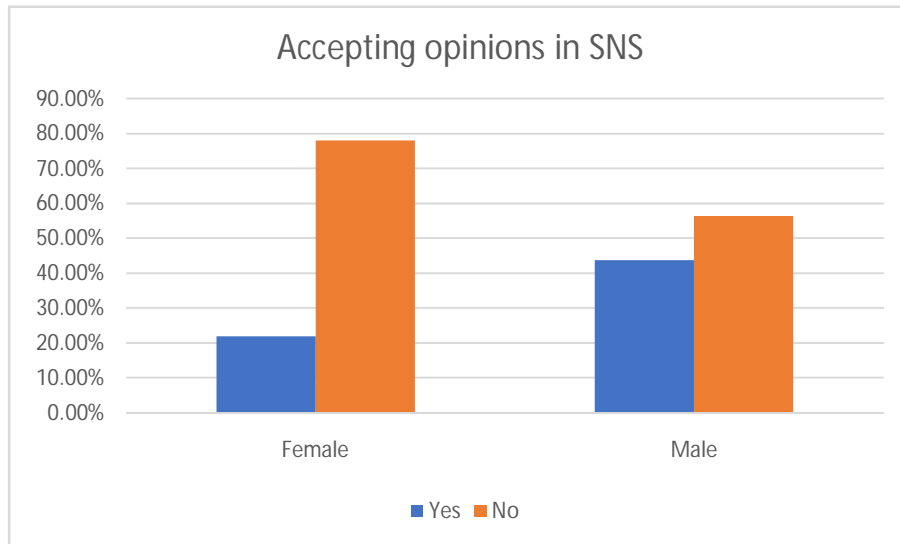
**Figure 20 : Trustworthiness of the people meets on social media**





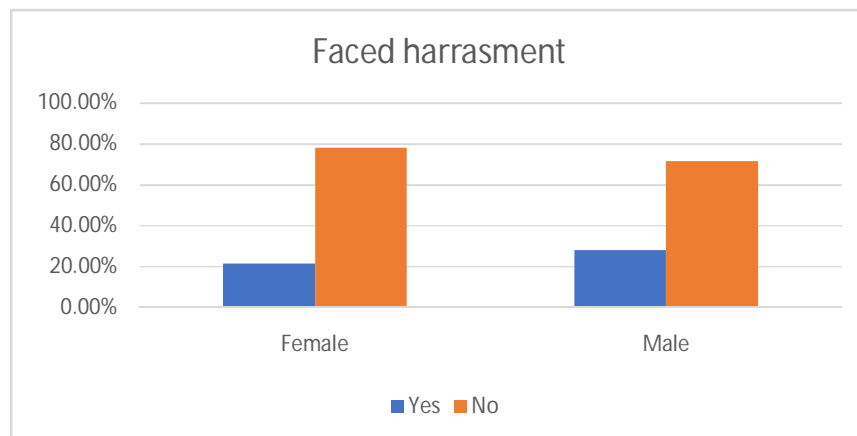
The degree of trustworthiness of the people meets on social media is moderate, for female it accounts 40.625% and for male they have a good feel in trustworthiness. About 25% female doesn't believe in social media community.

**Figure 21: Acceptance of opinions by others**



78 % of female doesn't feel any kind of acceptance for the opinions in social media. While 21.88% gets acceptance. Male enjoy relatively higher acceptance in social network sites than female, 43.75% enjoys digital media acceptance than in real life.

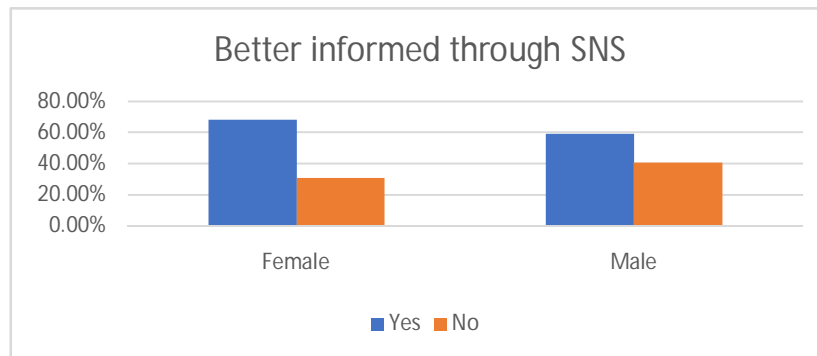
**Figure 22: Faced harassment/ assault in Social media**



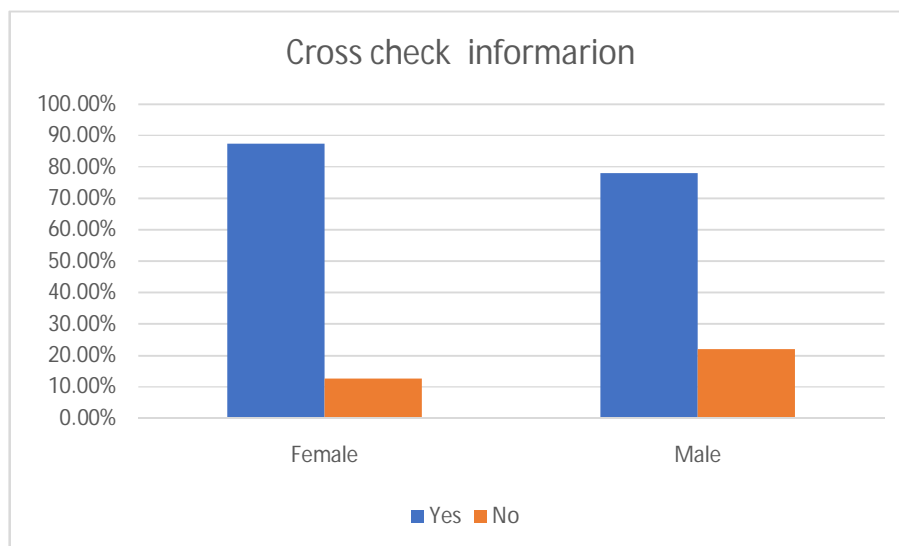
In terms of harassment male users faced more harassment than female. 28.125% faced online bullying while online harassment faced by female is relatively low it is 21.87% .78.125% of female and 71.3% male are not faced any such harassments.

**OBJECTIVE 3:** To understand the attitude of college students to online information?

**Figure 23: Better informed through social networking sites**



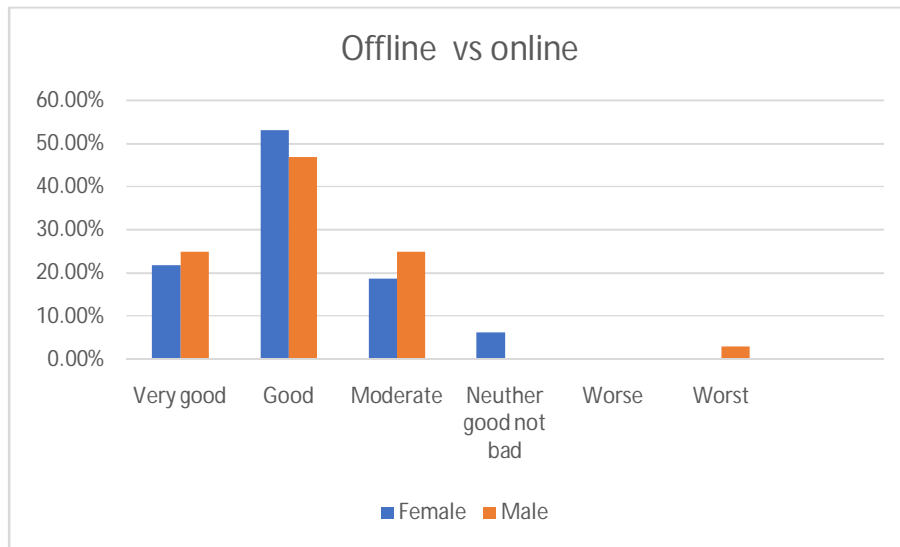
Social media act as a better medium among youth to informed about social and political matters .68.75% female and 59.375% male feels better informed through such platform rather than printed Media such as newspapers. While 31.25% female and 40.625% male depends more on news paper, television to know about social and political matters.



**Figure 24: Cross checks online information**

In social media sites there are lots of fake news are getting spread .According to responds majority of the young minds cross checks information being shared..This helps to put fact over fake in social networking sites. A small group of females (12.5%) and males (21.875%) are not verifying the content.

**Figure 25: Social networking sites to offline media**



Both male and female student's rates social network sites to offline media such as newspapers to good .It is 53.125% among female and 46.875% male .At the same time 3.125% male rated social media to worst. Today most of the youth are inclined towards digital media than printed media.25% of male and 21.875% female rate social networking platforms as a very good medium than conventional media.

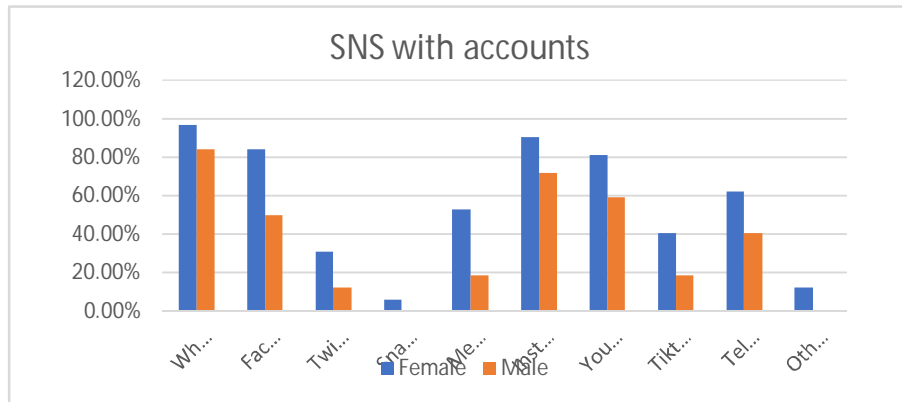
**OBJECTIVE 4:** To find out the key social media platforms for political and social participation.

**Social network sites with account**

Social networking sites usage and its trends various in time and space. Everyone have account in any of the social network sites. Among social network sites WhatsApp is most popular one followed by Instagram where Facebook is 3<sup>rd</sup> on the list. It is most of the social

media platforms have greater male participation While female participation is higher on video based media such as YouTube, Tiktok. Males spend more time and in more SNS.

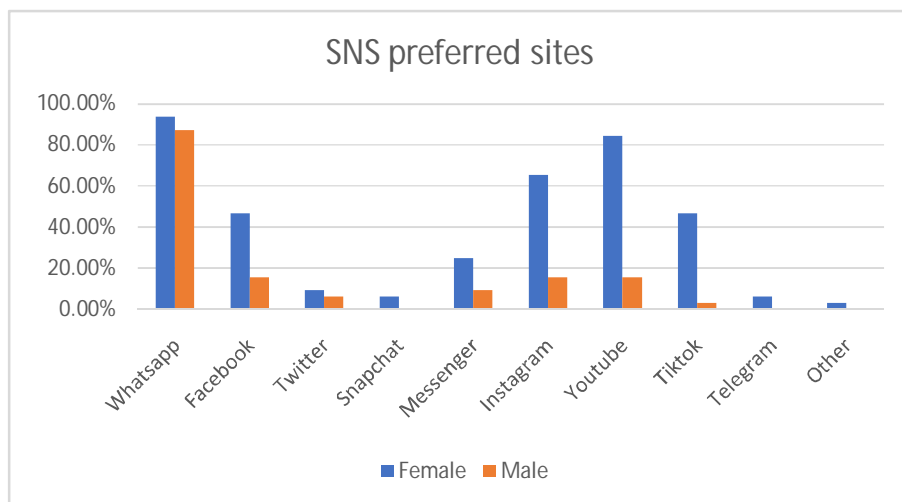
**Figure 26: Social network sites with account**



**Preferred social media sites**

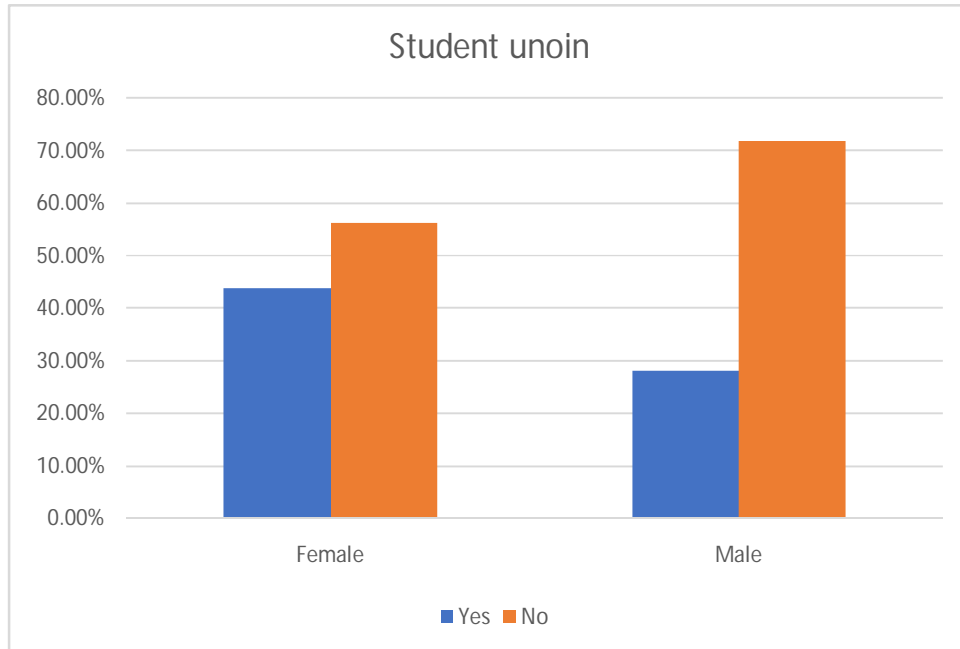
In the given social network sites WhatsApp is the most preferred. 87.50% of female respondents and 84.375% of male respondents favours WhatsApp. Instagram is gaining popularity among youth in recent days over Facebook. Male prefers Instagram over Facebook. At the same time female responds were scattered among Facebook, Instagram, and YouTube. None of the respondents prefers Snapchat as an efficient medium.

**Figure 27 : Preferred social media sites**

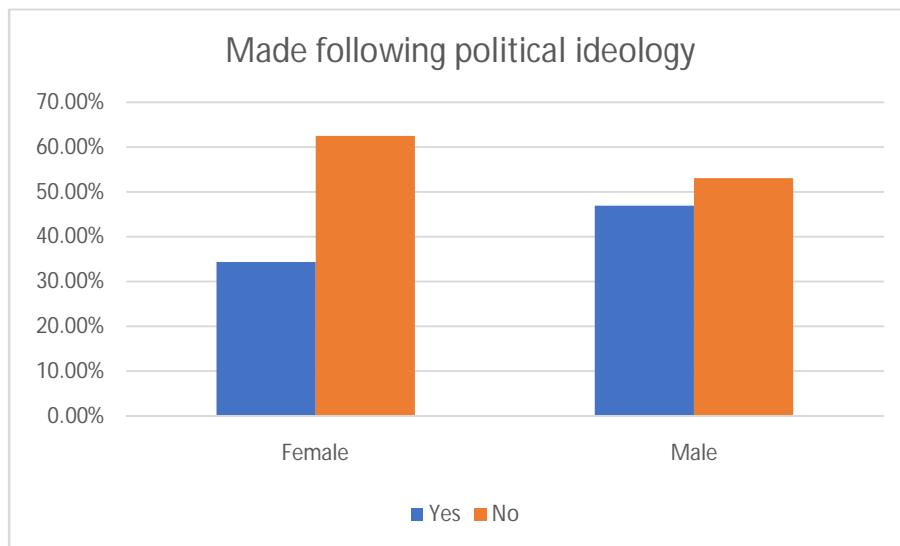


**OBJECTIVE 5:** To find out the influence of student unions in social and political engagement among college students through social media

**Figure 28 : Member of student union**



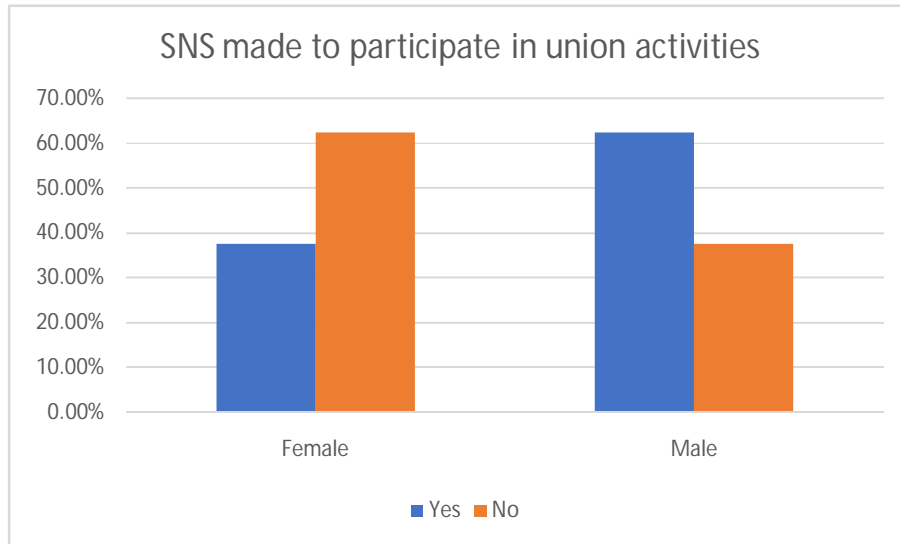
Majority of male participants were member in student unions which is about 75%.Interms of female respondents 56.25% are in such student unions.



**Figure 29 : Social media made to follow political ideology**

The study found that social media didn't impart a remarkable political ideology towards students. 62.5% female and 53.125% male doesn't influenced from any political parties. Even though 34.375% of female student's and 46.885% male students were influenced towards a particular ideology.

**Figure 30: Social media in participating student union activities**



Male respondents have more student union activity than female student's. Social media helped 62.5% male to take part in union activities. In the case of females 37.5% of them are getting influenced from social media to be a part of union programmes. Majority of girl students are have an relationship of student union activities and social media.

## CHAPTER V

### FINDINGS , CONCLUSION AND SUGGESTIONS

#### GENERAL DETAILS

- 69 % of female respondents and 50 % of male respondents studies in art stream.
- 75 % of females and 78.12 % male students are under graduate and remaining where belongs to PG.
- 93 percentage of female and 100 % male participants are singles, while 6.25% female respondents were married.
- 59.35 % of females where urban and 62.50 % males where rural habitants remaining where belongs to subsequent categories.
- 25 % if females' use social media for 30 to 60 minutes while 40.625 % males uses more than three hour.
- 14.625 % female and 34.38 % male post on social media on social aspect, sometimes only.
- 75 % of female and 68.75% of male students update their status on social network sites frequently rather than other activities.

#### Objective 1

##### **To analyse the influence of social media on the social life of college students**

Students always been looking for ways to connect and network with each other through online platforms. Majority of the female and male respondents use social media for to keep in touch with friends and family. It is also act as an asset for learning and engages with their field, course, and peers .Relatively a higher percentage of male respondents use social media for various purposes from politics to gender issues. While majority of female respondents were reduced to Entertainment .A very few of them are more active towards gender issues, economics and politics. There are more youth participation in social and political campaigns. Social media propagated campaigns resulted in significant youth participation, still female participation is comparatively lower. It can be regarded as one of the positive outcomes of social network sites. They rate online activity good over real world activity. Majority accept that they have a positive impact. Responding to social and political affairs, well, female respondents argue social media moderately helping for political activities. While for majority

of politics is not a concern either before but we can't ignore the remaining female student's concern. Among Male respondents social media helps in political activities very good and moderately. Being active in network community making no prominent change in attitudes. Their exist no notable ideological influence from Political figures and parties among youth. These social platforms made both respondents to be active in socially as well as politically.

93.75% female respondents and 75% male respondents depends networking communities to keep in touch with friends. 50% of female student's primary concern in social media is education while 59.4% male bothered about politics. 46.88% females and 78.125% males were participated in flood relief camps. 3.125% female were participated in other camps such as Arppoarthavam and covid campaigns.56.25% female student's and 65.625 % male students concur the association of social media in social political activities.

## **OBJECTIVE 2**

### **To assess gender discrimination in social media platforms**

There were always issues of mistreating personal information in online platforms, especially among female users. They are not all feeling safe in providing their data, while among boys they face some sort of safety .Hence this also results in moderate level of trust while with others, while male respondents have comparatively good level of trustworthiness about others. Social media is a wide platform were one can share their thoughts and opinions but there is no significant level of acceptance in online media than in real life about their opinions. Digital bullying is nowadays getting worker and worsen. While most of the students were not a faced any such a bullying same time, 21 percentage of female and 28 percentage faced harassment in online forum for their opinions and regards.

59.625% girls feels not at all safety in personal security in digital world while 47.88% boys feels somewhat safety. 40.625 % female participants moderately trust the people on digital media. 78.125% females and 56.625% males feel no acceptance in social media on their view points to that in real life. 21.88% female and 28.125% males encountered digital harassment.

## **OBJECTIVE 3**

### **To understand the attitude of College students to online information**

The young generation feels better informed through online medium comparing with offline mediums. They rates social network sites good over conventional medium such as



newspaper, television, magazines, etc. At the same time validity of the news content is unpredictable. In social networks sites compared to newspaper exist more chances of fake news. These fake news spreads much faster in online medium and create unwanted protest. While these millennia's double cheque the information they gets to differentiate its credibility and validity.

Social media enables better medium of information among 68.75 % and 59.34% females and males respectively. 87.75% female respondents and 59.34% male respondents crosscheck information. Social networking sites are rated good over newspaper by 53.125% and 46.88% female and males respectively.

#### **OBJECTIVE 4**

##### **To find out the key social media platforms among college going students**

There are different kinds of social networking sites and everyone have account in multiple social forums. Among students WhatsApp is the most popular medium due to its various features. The world's most popular social network site Facebook is losing Its ground with teens and Instagram had taken over the place. Visuals networking sites such as Instagram and YouTube is preferred among respondents after WhatsApp. Male respondents have comparatively higher level of participation in most of the social mediums and they prefers popular website. Female participants show higher YouTube engagement. YouTube is the largest and most popular video based websites and Instagram is distinguished due to its unique filter together with videos and photo editing. WhatsApp is preferred among students to share image , text, documents, video, and audio to peers.

96.88% males and 93.75% females have account in WhatsApp. WhatsApp is the preferred site among 84.4% male respondents and 87.5 % female participants.

#### **OBJECTIVE 5**

##### **To find out the influence of social media for Student Union activities**

Most of the male respondents were members of student union, while female participation is remained low. Majority of the members agrees the relationship of social media and student union activities. Online networking mediums helps in activities related to social and political affairs according to the responds. Being majority of the female participants having no

membership in unions there is no relationship of social media and student union socio-political pursuits.

56.25% female are not a member in student union while 75% males have union membership. 62.5 % girl students denies influence of social networking platforms in take parting student union activities while 62.5 % male participants admit the relationship.

## **CONCLUSION**

In this age of digitalization people have found various ways to socially active on Internet, which is possible with the advent of numerous social network platforms? There are about 3.5 million social media users. There are various social network sites targeting teens specifically. Most of the teens have access to a Smartphone and they are in online mostly. By this study researcher tries to understand the influence of social media on young generation in take parting socio political discussions and affairs in online and offline mode. Until recently Facebook had dominated social media, but now there is a shift towards WhatsApp, Instagram YouTube etc. In terms of the frequency of usage male spend more time on digital media and have a higher percentage of participation in most of the social networking platforms. Social media also mobilizes youth in situations like calamities and freedom movements and initiate to take part in various campaigns .Social media propagated campaigns resulted in significant youth participation, still female participation is comparatively lower. Being a communication platform, social media often influence opinions regarding social and political views. The study suggests that the most of the participants are not responding on issues frequently. The research shows that most of the teens are not influenced by any political ideology or figures at the same time there exist a small percentage. On digital media, they can access news and information on diverse topics and hence they rates social media better over conventional mediums. Recently Facebook has lost its trust among millions of users by allowing third parties to access over personal data. Such question of security of personal information and data are a concern towards teens especially among females. These online platforms also are a place of bullying and fake news. In order to ensure the credibility and validity of the information it's needed to be double checked. Majority of the members agrees the relationship of social media and student union activities especially among male because of their increased participation in social media and concern towards politics. Social networking platforms made active in both social and political issues.

## SUGGESTIONS

- Choosing right social medium helps in updating information around the globe, motivates in online and offline campaigns, act as a better medium for academics ,employment etc
- Being digital majority of the networking sites have loops in protecting personal information so there should be enough security measures and rules in order to prevent gender based discrimination, harassment and cyber bullying.
- Most of the respondents rates online information better than traditional being its easy and speedy access, even though one should cross check the information to prevent sharing fake information
- Even though WhatsApp, Instagram and Facebook being key social media platforms among youth. Too much time spending in online can leads to negative health effects such as depression, loneliness, etc. So one should spend time accordingly.
- Being a member in student union also helps in increased social and political activities and campaign's compared to the latter.

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## APPENDIX

### TOOL FOR DATA COLLECTION

#### QUESTIONNAIRE

#### SOCIAL MEDIA USE AND SOCIO-POLITICAL PARTICIPATION OF COLLEGE STUDENTS

##### Consent Form

Nobody apart from the researcher will know what you write in this questionnaire. Your responses will be kept confidential. I would really like you to complete the questionnaire but it is up to you to decide whether or not to do so. Please tick the responses that are true for you and write your response in the space provided.

- i. By signing this form I agree that I have fully read this informed consent form and I understand its contents terms and conditions.
- ii. I understand that I will be participating in a research study as a subject and risks and benefits will be explained to me.
- iii. I understand I may withdraw at any time without penalty.
- iv. I have been informed to my satisfaction by the attending investigator about the purpose, follow up and the nature of the study.
- v. I hereby freely give my consent to take part in the research study described in this form.

Participants Name ( Optional) \_\_\_\_\_ Gender :

Age : \_\_\_\_\_

Contact no. : \_\_\_\_\_

1. In which stream you are studying?

1. Arts
2. Science
3. Commerce

2. Educational level of the respondent?

1. UG
2. PG

3. Marital status?

1. Single
2. Married
3. divorced/Separated

4. Languages known?

1. Malayalam    2. English    3. Hindi    4. Tamil  
5. Any other (Specify)

5. Place of living?

1. Urban  
2. Rural

6. Which are the social media sites you use

rank	Social media sites
	WhatsApp
	Facebook
	twitter
	Snapchat
	messenger
	Instagram
	YouTube
	TikTok
	Telegram
	others

7. Which social network sites you prefer/actively participate ?

WhatsApp
Facebook
Twitter
Snapchat
Messenger
Instagram
YouTube
TikTok
Telegram
Other



8. How many hours a day you visit social media?

1. Less than 30 minutes
2. 30-60 minute
3. 1-2 hour
4. 2-3 hour
5. More than 3 hour

9. How often do you post on social media on social aspects?

1. Always
2. Rarely
3. Sometimes
4. Often
5. Never

10. What do you use social media for? (Please ✓ mark )

Keeping in touch with friends and family
To know current issues prevailing in the country
For charity and work
For education
Event planning
Buying and selling
To meet new friends
motivation
For competitive exams

11. Which are of the following issues matter most to you in SNS (social network sites)

	Health and environment
	economy
	Gender issues
	politics
	entertainment
	sports
	education
	Employment
	others

12. What kind of activities you perform in SNS

	Posting( pictures and videos)
	Status update
	sharing Commenting (words)
	Commenting (symbols,smilies,gif)
	messaging
	others

13. Have you participated in the any of the campaigns influenced from SNS?

	Anti CAA
	Flood relief
	River revival campaigns
	Okhi relief campaigns
	Fee hike
	others

14. How is the usage of SNS impacted on your life?

1. Positively impacted
2. negatively impacted

15. How do you grade your online social activity to Real world activity?

1. Very good
2. Good
3. better
4. bad
5. worse
6. worst

16. Do you feel any change in your attitude Because of usingSNS?

1. Yes
2. No If Yes Explain

17. How actively you support and respond to social issues through SNS?

1. Always
2. Rarely
3. sometimes
4. Often
5. Never

18. Do you think SNS help in your academic performance?

1. Strongly Agree
2. Agree
3. Neutral/Undecided
4. Disagree
5. Strongly Disagree

19. Do you feel safe in providing your personal information in a SNS ?

1. More safe
2. somewhat
3. not at all

20. What according to you the degree of trustworthiness of the people you meet on social network sites?

1. Very good
2. Good
3. Moderate
4. Slight
5. Not at all

21. Do you feel any kind of acceptance in social media on your view points more than from real life

1. Yes
2. No

22. Whether social network site is helpful for more political activities for you?

1. Very good
2. Moderate
3. Slight
4. Not at all

23. Have you ever faced harassments/assault in SNS?

1. Yes
2. No

24.Are you a member of any student union?

1. Yes
2. No

25.Whether SNS made you to follow any political ideology?

1. Yes
2. No

26.Whether SNS made you to participating in student unions activity?

1. Yes
2. No

27.Do you feel better informed in social and political matters through SNS

1. Yes
2. No

28. Do you cross check the information perceived through SNS

1. Yes
2. No

29.How you rate SNS to offline media such newspaper

3. Very good
4. Good
5. Moderate
6. Neither good not bad
7. Worse
8. Worst

30.Is SNS made you to active in both social and political issues?

1. Agree
2. Neither agree not disagree
3. Disagree