
A STUDY ON THE IMPACT OF SOCIAL MEDIA AMONG TAMIL NADU YOUTHS

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Abstract

The younger generation is fond of social media and networking. At the same time the elders are always cautioning them about the use of social media. Technological advancements is booming rapidly from year to year, and the younger generations are the ones caught in this rapid change. Today social media and the advent of the cyber world around us have led to youngsters being immersed in it. There is growing concern on how it affects their life. Today, social media and networking is a term that everyone knows. Even the most remote areas of the world youngsters have at least heard of Facebook, Twitter, Gmail, Whatsapp, Instagram, Blog, YouTube etc., and are probably using them on aregular basis. Social network sites (SNSs) now popularly use Social media facilitate and the development of online social networks by connecting a user's profile with those of other individuals and/or groups. Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests, pictures videos, and documents other forms of expression via virtual communication and networks. In Tamil Nadu the impact of social media is very high among the young generation. Due to the use of the social media and networking the youngsters made tremendous contribution during the Chennai flood. During the Jallikattu issue, the social media and networking brought millions of people into the street to fight for the cause. At least one person per family participated in the state wide agitation and finally they got success. Social media and networking today consists of thousands of social media platforms, all serving the same purpose but in a slightly different manner. Of course, some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person. As social networking becomes more popular among older and younger generations, sites such as Facebook and YouTube gradually undermine the traditionally authoritative voices of news media. In addition, social media began to be one of the ways in which internet marketers and website owners would boost the visibility of their websites. The benefits of social media marketing for business began to become quite clear to business owners large and small. Social media bookmarking became quite popular and there were services that would bookmark a post or a website across dozens or even hundreds of social media services.

Keywords: social media, Facebook, Twitter, Gmail, Whatsapp, Instagram, Social network sites

Introduction

Technology such as social media websites have become a parts of life for many young people today. Online social media have expanded worldwide growth and popularity. People throughout the worlds regularly use the Internet, Desktop Computers, Laptops, Smart Phones and Cellular Phones to gather information, communicate, for chatting and sharing the pictures and videos with each other. The growth in social media and networking, particularly social networking sites, has created increased opportunity for media communications that have an impact upon institutions of higher learning. The term 'social media' is used here to describe dynamic and socially-interactive, networked information and communication technologies. This provides the opportunity to continue relationships that in the past would have been too distant and to build new relationships with friends from around the world. This ability to interact with others is an unique feature of social media and networking which provides powerful new ways for teenagers to create and navigate their social environments. People's use of social media occurs simultaneously with their developing identity, emerging sexuality, physical development, and moral consciousness. In Tamil Nadu the impact of social media is very high among the young generation. Due to social media and networking the youngsters made tremendous contribution during the Chennai flood. Also, due to the social media and networking millions of people all over Tamil Nadu took to the street to fight for the cause of Jallikattu issue. At least one person per family participated in the state wide agitation and finally they got success. At this juncture the present study made an attempt to study the real impact of social media and networking among Tamil Nadu youths.

Social Media during the Chennai Cyclone and Flood

During the Cyclone the Tamil Nadu youth have actively taken to social media for a cause. The floods in December 2015 were a clear example of this and so also was Cyclone Vardah. As Cyclone Vardah caused damage and destructions in Chennai, social media platform- Facebook, started its "Safety check" option for all those in south India who may get affected due to this natural disaster.

The feature is activated by the company during natural or man-made disasters to quickly determine whether people in the affected geographical area are safe. On the other hand the youth started their actions with the support of social media. The core team begins a dual operation plan: rescue and rehabilitation. Overnight, a new control Centre is created with all operations under one roof. Volunteers furiously share details. There's no time to analyse why requests are not coming down. As young professionals return to work, new volunteers arrive. Some of them were young smart girls with clipped accent who effortlessly blend with a team of drivers and helpers, carrying boxes with ease and heading into suburbs? Chennai girls!

With no power supply and water logging, watching news on TV or getting newspapers was not possible for the first few days. Also with radio signals being poor, social media accessed through mobile phones became the most popular means of staying in touch with what was happening in the city. Even with limited connectivity, having a charged mobile became such a critical asset that along with food, water and other relief material, power banks were distributed allowing people to charge their phones.

- From weather forecast updates on skymet, to latest updates on Twitter of how to commute from one point to another based on which roads the water had receded.
- Every time the mobile signal improved everybody tried to reach out to their loved ones by posting and commenting on Twitter, Facebook and other network sites which happened instantaneously unlike messaging which takes time to send or download, thereby enabling communication before the signal went off again.
- Even as normal calls were not going through, the calls made through WhatsApp were having lesser drop rates, helping people stay in touch.

Massive rehabilitation was made with the support of social media during this issue. Entire Chennai people came together with the support of their social media network and contributed to the needy in time.

Social Media and Jallikattu

If there is one thing to take away from the Jallikattu protests at the Marina beach, it is the power of social media and the ripples it can create in our daily lives.

How did Jallikattu suddenly define Tamil identity for numerous city-bred youngsters?

The answer to that question is surprisingly simple: social media.

#We do Jallikattu was one of the popular hashtags to pop up. The hashtag started getting momentum even before Pongal, becoming a conduit to aggregate supporters. Many versions of the hashtag like #I Support Jallikattu, #We do Jallikattu, #Amend PCA, #Justice for Jallikattu started trending ferociously.

These posts did not stop at being mere expressions of solidarity, it also explained why they were supporting the cause. Most of the popular posts claimed that the attack on Jallikattu was to enable vested foreign interests who wanted to eliminate competition by wiping out rural breeds. But the validity of these claims are again debatable.

The music posted by actor-musician Hip Hop Tamizhaa.k.aAadi, became viral and one of the faces of the protest, resurfaced on everyone's news feeds with long statuses in the social media about the need to 'preserve our identity'.

And then there was the whooper, the Marina beach protests. After the protestors at Alanganallur were forcibly removed, a few people gathered at Marina to show

solidarity. With a solid social media conversation already in place, the initially small protest gathered huge traction on social media, drawing huge numbers to the beach.

From then each and every development in this issue was widely shared using all forms of social media such as Twitter, Facebook, Instagram and WhatsApp. Images of people sleeping at the Marina beach on the first night of the protest, and the now iconic image of youngsters flashing their phone lights, were shared and re-shared with religious reverence. In an uncanny *deja-vu* moment from the floods, social media pages once again became sources of information for food, blankets and other such amenities. Pages like Chennai Memes, Chennaites, Jallikattuveeravilayatu gathered followers overnight, becoming go-to places for information. The issue has become part of common conversation. Karthikeya Senapathy, PR, Aadi, Balaji, became household names. People were flushed with a new found energy to fight for their identity, to an extent that the identity protest almost overshadowed the economic angle of it.

Faces of the protest also took to social media. Celebrities tweeted their support, there were videos of actors voicing their solidarity, again widely re-shared kept fuelling the energy these youth had. A video of Tamil actor Vijay, which was posted online during the agitation, attacking PETA was a massive hit on social media. Actor-radio jockey Balaji's emotional video at the beach became viral in social media next to actor Vijay's speech. More such videos and posts of the protestors on the beach, made the entire city swell with a sense of community. As the glamour increased, the event drew more and more footfall, as now people wanted to be a part of it whether they support the cause or not.

After the protests took an unpleasant turn, Aadi again took to Facebook to convey that he is distancing himself from them, because they had lost direction. With the city embroiled in violence Balaji urged the students to stop the protest and return home again through a video on his Facebook page. Actor-Director Raghava Lawrence, who was actively involved in the issue, posted a similar video on his Facebook wall. The Jallikattu agitation has strongly expressed many things. The most important one is that the politicians and government have a new opponent and this one doesn't need a microphone, only a Twitter account.

Social Media and Ban on Pepsi and Coke

Farmers and youngsters of Tirunelveli district of Tamil Nadu have joined hands to protest against the utilisation of water from Thamirabharani River to make soft drinks. The protest became active once again after the Madras High Court's verdict to lift the ban from Pepsi and Coca-Cola to use the river water for production of soft drinks.

In October 27, 2015, a major protest against the allotment of land for Pepsi Co. factory and to allow the usage of Thamirabharani river water turned ugly when a clash broke out between farmers/pro-Tamil groups and the police leaving many of the farmers wounded.

At this juncture the Social media strongly initiate propaganda against carbonated beverages especially against Pepsi and Coke. Within a month Pepsi and Coke lost their sales by 75 percent. Coke and Pepsi disappeared from most shop shelves in Tamil Nadu immediately, as traders in the state began a boycott of the multinational cola giants. An apex body of traders associations in January called for a boycott of soft drinks made by PepsiCo India Holdings Pvt. Ltd and Coca-Cola India, due to this the shops in Tamil Nadu stopped selling other products made by the two companies.

Social Media and Neutrino Issue

Neutrinos are abundant subatomic particles that are extremely hard to detect. Billions pass through each square centimeter of earth every second, but barely any leave a trace. But if the INO is not built soon, other projects — including one that broke ground in China a year ago — may get there first, says D. Indumathi, a theorist at the Institute of Mathematical Sciences in Chennai who is part of the INO collaboration, and coordinates outreach for it. “Longer than a year of delay and it will be difficult to have viable physics goals, at least of the current type,” she says. The idea was conceived in 2001 and originally planned for completion in 2012, the INO has faced a rocky path in the process. To shield the enormous detector from the confounding zoo of subatomic particles that pummels Earth's surface, the facility needs to be built more than a kilometer underground. The first earmarked site was ruled out in 2009 after a lengthy battle with conservationists over its proximity to an elephant and tiger reserve.

The current site, in Theni District of Tamil Nadu state, faced strong objection from the people as soon as it was put forward in 2010. Local villagers worried that the facility would deplete or contaminate their restricted water supply, and cut off access to land for grazing livestock. Since then, however, local environmental organizations and politicians have taken up the issue, and the list of objections has swelled to include fears that the lab will emit radiation and store nuclear weapons, and that the excavation will threaten a nearby dam. Now this project got suspended due to the strong objection and doubts raised through social media networks. Many villagers have turned against the project without understanding the reality.

Social Media and Fisherman Issue

The issue of fishermen arrests and fishing vessel seizures between India and Sri Lanka has dragged on for several years. In a latest incident, the Sri Lankan Navy allegedly fired at a group of Indian fishermen who had crossed over into Sri Lankan waters on the lookout for fresh catch. One fisherman was killed in the incident and three others were injured. The Sri Lankans opened fire on the fishermen who were apparently fishing off the coast of Tamil Nadu between Dhanushkodi and Katchatheevu.

Often, fishermen from both sides cross over International Maritime Boundary Line (IMBL) to the other side for bottom trawling fishing expeditions and those results in

arrests and, on many occasions, shootings by Srilankan Navy. In 2013, Union Minister of State for Home Affairs Mullappally Ramachandran informed RajyaSabha that no separate data is maintained in respect of fishermen who are reported missing while fishing in Indian waters and high seas.

According to Joint Working Group on Fisheries (JWGF) data of December 2016, 111 boats of Tamil Nadu fishermen and 51 Indian fishermen were arrested or detention in Sri Lanka's Northern Province.

The issue arises more out of a domestic tussle rather than the India-Sri Lanka view on the issue. The Central government of India, according to the 1974 accord, recognises Sri Lanka's sovereignty over Katchatheevu. Now the Tamil fishermen, Tamil Nadu's political fraternity and the Centre are embroiled in a disagreement. Tamil fishermen believe that Katchatheevu is traditionally their territory and so they have a right to fish there. The Sri Lankan authorities believe that this endangers the livelihood of Sri Lankan fishermen. After the Fourth Eelam War in 2009, the situation seems to have turned worse for Tamil fishermen in the northern province of Sri Lanka. In this issue the social media in Tamil Nadu created more awareness among common man and bring together the entire Tamil community to fight for the cause.

Social Media and Politics

A democratic society relies upon voter decision to elect representatives and upon mass media communication networks to inform the electorate. The countries which were able to establish good tradition of party politics democracy was able to survive and gain greater strength. The Mass media of communication enable the state and its leaders to reach people even the remote corners of the country. Politicians' constructive political communication can help to solve some of the problems like economic crisis, political turmoil, social and ethnic unrest and the age-old injustice and exploitation. The present study may help us to have an objective political communication.

Objectives

In the light of above discussions following objectives are identified for the present study.

- To study the awareness of social networking sites used by society peoples.
- To analyze the impact of youngster's age, gender, education, income and occupation.
- To establish for which purpose, apart from communication, youngster use social networking sites.

Research Questions

1. Availability information of social media network.
2. Level of entertainment in social media network
3. Supports of social media networks in the Business development
4. Public awareness on social media.

Importance of Social Media and Social Networks

At present we encounter lots of social media initiatives which caters the informative role in making people aware about the ill practices prevailing in the society. The primary focus is on the harms of social media. It is important to recognize that there are numerous positive aspects associated with social media usage. Social media offers the ability to form a group of like-minded people to work together. Social sites allow users to communicate and make connections, both personal and professional. Before social networking sites became popular, people met on the Internet mainly through chat rooms, instant messaging services, and email. Most social networking sites are free to use, or at least free to try, so just get out there and see what's available.

Media Sharing Networks

Social network is defined by the primary type of media shared among users viz. Facebook, Twitter, Whatsapp, Gmail, Blog and Hike etc. Have amazing video and image-sharing capabilities; however, the majority of posts shared on these channels contain text. There are video call and voice call specialty for skype, facebook, hike, whatsapp, imo, and viber etc., whereas channels such as Flickr or Instagram, use, images as the main focus—users have to choose, upload and edit image files before proceeding with anything else, such as captions or mentions of other users. Similarly, with sites such as YouTube and Vimeo, or apps like WeChat, Line and Snapchat, video is the primary mode of communication.

Methodology

The Research Design

The study is exploratory in nature and it aims to explore the factors that signify the impact of Social Media and social networking on youngsters in Tamil Nadu. Data collected through self-designed questionnaire encompassing the statements to judge the impact. Review of literature from primary sources provided the base for identifying the availability information, entertainment, business development and public awareness in the questionnaire.

The Sample

Data were collected from 50 respondents who are educated (Min Qualification – SSLC and Graduate) and using Social media. Sample consisted of both males & females, who have been contacted personally. The 50 respondents were in the age group of 15-30 years.

Tools for Data Collection

A self-designed Questionnaire was framed using three point scales from “most impact”, “more impact”, and “less impact” with comparative weights of one to five. Data was collected from youth comprising students and working professionals.

Tools of Data analysis

Data collected through questionnaire is classified, coded, tabulated and analyzed with the help of Statistical Package for Social Sciences (SPSS, version 24). The data was analysed using **one-way ANOVA** for indicating the impact of Social Media on youngster for Social Services.

Testing of Hypothesis

Null Hypothesis

There is no significant difference in the opinion of the respondents of different ages, gender, educational qualifications, monthly income and occupations on the impact of social media on availability of information, entertainment, business development and public awareness.

Alternative Hypothesis

There is a significant difference in the opinion of the respondents of different ages, gender, educational qualifications, monthly income and occupations on the impact of social media on availability of information, entertainment, business development and public awareness.

Review of Literature

Soumya Dutta (2011) "Social Responsibility of Media and Indian Democracy" states that mass media have influenced human life in the present century in different forms. They have provided information and entertainment to people across countries. Print media, being the leader over a considerable period of time has now got stiff competition from Television media, which is responsible for many of the social changes. The main public interest criterions that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, culture and opinion, support for the democratic political system, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society. Informing the citizens about the developments in the society and helping them to make informed choices, media assists democracy to function in its true spirit.

P Thirumoorthi, C Ramesh kumar (2015),states that the networking sites have made it possible for us to chat with friends who live in distant places as well as share with them pictures and videos of whatever we are up to instantly. Today, it is very hard to find a teenager who doesn't have a Yahoo, a Gmail, a Face book, or a Twitter account which help them to keep in touch with their friends, to express or share what they have in mind and to use for school-related purposes. No doubt, these sites are of great help in the youth's daily life. Also there are many potential benefits in social networking sites.

These sites can provide opportunities for new relationships as well as strengthening existing relationships, whether the friends are closer home or across the world.

Dr. Linda Steiner (2012), states that myriad of existing platforms for social media vary in purpose, intended audience and popularity. Frequently mentioned among them in this study are Facebook, Twitter, LinkedIn, YouTube and Tumblr. For instance, a writing-focused course included a lecture on the importance of social media platforms, like Twitter. It was accompanied by an exercise where we were expected to write tweets in a breaking news style. In another course, the professor set up a Facebook page used to share videos as well as provide updates about the class. Being in classes and listening to panels and conferences that incorporated social media or that encouraged this kind of incorporation made her wonder how other schools approached the apparatus and how it was being integrated into their programs, curricula and online presence.

Sarah Woolley (2013), states that, Sojourner is a term commonly used in study abroad literature to describe an individual who is temporarily studying and living in a foreign country, otherwise referred to as a "study abroad" (Twombly, Salisbury, Tumanut&Klute, 2012). Thousands of miles away from home, access to the Internet and social media remains in the sojourner's pocket due to international cellular data plans on smartphones. Within seconds, taking a tour through Vatican City can switch to an interactive online experience with friends and family back at home. This instant communication allows a transparent and comforting experience for both the senders and the receivers.

Ms. SisiraNeti (2011), in his study on "Constantly Connected: The Impact of Social Media and the Advancement in Technology on the Study Abroad Experience" states that social media supports for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media is the medium to socialize. Social media quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Facebook, Twitter, Hi5 and other social networking sites are collectively referred social media. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words.

Tarek A. El-Badawy & Yasmin Hashem (2015), in their opinion the younger generation discussed in this research paper are school students between the ages of 12 to 19 years old. A few of the platforms they use are Facebook, YouTube, Google, and many others that will be discussed in the findings of this research. The younger generation is the individuals that will lead our world in the future, they must be well educated to be able to impact this world and make Egypt a better country on the road to success. The study conducted about the different things they are exposed to, that may affect them negatively or positively. Their research aims to assess the frequency at which the

students are social networking, and whether it has any effect on their academic performance.

Dr. A. JesuKulandairaj (2014), said that social media supports interaction among people in which they create share or exchange information and ideas in virtual communities and networks, it depends on mobile and web-based technologies to create highly interactive platforms. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals, the increased use of the Internet as a new tool in communication has changed the way people interact. Recently, a new means of online communication has emerged with its own set of idiosyncrasies. This new communication style occurs through the use of social networking site.

Results and Discussion

To capture the impact of social media on Indian youth, the present study used factor analysis model. Four factors emerge from the factor analyses which are discussed further.

Table 1
Impact on Availability information

		Sum of Squares	df	Mean Square	F	Sig.	
Gender	Between Groups	.561	2	.280	1.135	.330	Ho: Accepted
	Within Groups	11.619	47	.247			
	Total	12.180	49				
Age	Between Groups	.286	2	.143	.414	.663	Ho: Accepted
	Within Groups	16.214	47	.345			
	Total	16.500	49				
Monthly Income	Between Groups	8.472	2	4.236	3.372	.043	Ho: Rejected
	Within Groups	59.048	47	1.256			
	Total	67.520	49				
Education	Between Groups	.595	2	.298	.292	.748	Ho: Accepted
	Within Groups	47.905	47	1.019			
	Total	48.500	49				
Occupation	Between Groups	1.647	2	.823	2.002	.146	Ho: Accepted
	Within Groups	19.333	47	.411			
	Total	20.980	49				

Source: Calculated by the Researcher

The table 1 presents the opinion of the sample respondents on the impact of social media on availability of information. Their opinions were grouped into three categories such as “most impact”, “more impact”, and “less impact”.

The one-way analysis of variance was employed to test whether there is any significant different in the opinion of the sample respondents of different gender, age, monthly income, education, and occupation groups, the results of the one-way analysis of variance are given in the table 1. From this table, it is inferred that the calculated values of 'F' were found to be less than the table values. Therefore, the null hypothesis is accepted and it is concluded that there is no significant differences in the opinion of the respondents of different gender, age, education, and occupation groups on availability of information. But it was found that there is a significant difference in the opinion of the respondents of different income groups since the calculated value of F is greater than the table value of F.

Table 2

Impact on Entertainment							
		Sum of Squares	df	Mean Square	F	Sig.	
Gender	Between Groups	.358	2	.179	.711	.496	Ho: Accepted
	Within Groups	11.822	47	.252			
	Total	12.180	49				
Age	Between Groups	.278	2	.139	.402	.671	Ho: Accepted
	Within Groups	16.222	47	.345			
	Total	16.500	49				
Monthly Income	Between Groups	2.864	2	1.432	1.041	.361	Ho: Accepted
	Within Groups	64.656	47	1.376			
	Total	67.520	49				
Education	Between Groups	2.303	2	1.151	1.171	.319	Ho: Accepted
	Within Groups	46.197	47	.983			
	Total	48.500	49				
Occupation	Between Groups	2.383	2	1.191	3.011	.059	Ho: Accepted
	Within Groups	18.597	47	.396			
	Total	20.980	49				

Source: Calculated by the Researcher

The social Medias served as an entertainment avenues for the people. They provide useful entertainment ways thereby the people enjoy a lot. The table 2 depicts the results of one – way analysis of variance to test the null hypothesis. It is inferred that the calculated values of 'F' were found to be less than the table value. Therefore, the null

hypothesis is accepted and it is concluded that there is no significant difference in the opinion of the respondents of different availability of information on gender, age, monthly income, and education groups. It is there also occupation significant difference in the Value.

Table 3

Impact on Business development							
		Sum of Squares	Df	Mean Square	F	Sig.	
Gender	Between Groups	.473	1	.473	1.941	.170	Ho: Accepted
	Within Groups	11.707	48	.244			
	Total	12.180	49				
Age	Between Groups	.272	1	.272	.804	.374	Ho: Accepted
	Within Groups	16.228	48	.338			
	Total	16.500	49				
Monthly Income	Between Groups	.085	1	.085	.061	.807	Ho: Accepted
	Within Groups	67.435	48	1.405			
	Total	67.520	49				
Education	Between Groups	.272	1	.272	.270	.605	Ho: Accepted
	Within Groups	48.228	48	1.005			
	Total	48.500	49				
Occupation	Between Groups	.317	1	.317	.736	.395	Ho: Accepted
	Within Groups	20.663	48	.430			
	Total	20.980	49				

Source: Calculated by the Researcher

The respondents of different demographic groups benefiting much from the social media. The social media helps them in carrying out their regular business smoothly. This table 3, shows the results of one-way analysis of variance to test the null hypothesis. The null hypothesis is accepted and it is concluded that there is no significant difference in the opinion of the respondents of different gender, age, monthly income, education, and occupation groups on business development.

Table 4

Impact on Public Awareness							
		Sum of Squares	df	Mean Square	F	Sig.	
Gender	Between Groups	.368	1	.368	1.493	.228	Ho: Accepted
	Within Groups	11.813	48	.246			
	Total	12.180	49				
Age	Between Groups	.521	1	.521	1.565	.217	Ho: Accepted
	Within Groups	15.979	48	.333			
	Total	16.500	49				
Monthly Income	Between Groups	1.541	1	1.541	1.121	.295	Ho: Accepted
	Within Groups	65.979	48	1.375			
	Total	67.520	49				
Education	Between Groups	.521	1	.521	.521	.474	Ho: Accepted
	Within Groups	47.979	48	1.000			
	Total	48.500	49				
Occupation	Between Groups	.480	1	.480	1.124	.294	Ho: Accepted
	Within Groups	20.500	48	.427			
	Total	20.980	49				

Source: Calculated by the Researcher

Now a day's people get awareness on what they are unaware of so far. Irrespective of area i.e., rural and urban people get awareness on many thing by using social media. From the table 4, it is found that the calculated values of F are less than the table values. Therefore nit is conclude that there no significant difference in the opinion of the respondents of different gender, age, monthly income, education, and occupation groups on public awareness.

Major Findings

The social media plays an important role in dissemination information among the people in the study area. From the analysis, it is inferred that the sample respondents of different age categories, gender, educational qualification and occupations do not differ in their opinion on availability of information. In the case of monthly income, the respondents of different monthly income groups differ in their opinion in this regard. As far as the impact of social media on entertainment, business development and public awareness are concerned; there is no any difference in the opinion of the sample respondents regarding the impact. The following points were found in supporting to these views.

- The information necessary to the respondents are readily available or if there is no the required information, they can be easily accessible.
- Entertainment to a particular extent of time is must for everyone to relax form the current works. Sometimes many useful ideas are found from the entertainment news.

- The social media is much helpful to the business development is a matter of great concern. Exchanging of ideas, transactions are now become very easy.
- Public awareness is a notable impact of social media. The social media is an effective weapon in spreading awareness on the topical issues among the people. For example, mobilizing youths in large scale in the Marina beach in Chennai was due to usage of social media.

Conclusion

In the present century the globe is shrinking due to science and development. The emerging world is witnessing information revolution. The social media is now blended with every walk of our life. Cell phone is said to be sixth finger of every man. The social media in Tamil Nadu creates many impacts on various dimensions. The impact of social media on availing information, entertainment, business development and public awareness are the matters of great concern. At the same time, these social media should be used for constructive purposes not destructive purposes.

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