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# **THE IMPACT OF SOCIAL MEDIA ON THE MILLENNIALS**

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**Abstract:** The main research objective is to study the impact of social media on millennial generation. There were several aspects based upon which the study was made which included the average hours spent by the millennial per day in various types of social media platform, and which media platform is gaining popularity among the youngsters in the current scenario. It also helps us to find out the various activities performed by the millennial in the social media platform and how does it affect mentally as well as physically to the millennial when they are deprived of using any sort of social media platform in their daily life.

On the basis of the demographic survey, we could find that 57.3% were MALE respondents while 42.7% were FEMALE respondents. Also, from the factor analysis that 32.070% of the sample population think that social media is influential. 16.46% belong the category of hypocrites and 12.653% think that social media gives them self-recognition.

Also, that social media platform like Instagram and Twitter are more popular among the millennial belonging to age group of 15-20 whereas on the other hand other platforms like Facebook and LinkedIn are more popular among the middle age group of respondent.

**Keywords:** Social Media, Academic Performance, Millennial, Acute Depression.

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**1.1 Introduction:** Social media is an interactive computer technology that facilitates the sharing of information, ideas and other forms of expression via network. Information and technology has rapidly changed over the last decade with the advent of social media. Today, social media is used widely by the millennial to reveal valuable and entertaining contents to others, to define themselves, to grow, to feel popular and to let the world know about things they like or support.

Social media plays a big role in our lives today. We have the access to any kind of information at just a button push away. Anything that is so vastly expanded has both positives and negatives related to it. The power of social media is very high and has its effects on each individual. It is difficult to imagine our lives with social media today and we do pay a price for excessive use. There is a lot of debate about the effects of social media on the society as a whole. Some feel that it's a

boon whereas other feels that it is a curse. Life expectancy of a story posted on the web is 2.6 days, compared to 3.2 days when a story is shared on social media. That's a difference of 23%, which is significant when you consider that billions of people use the internet daily. This means that the longer the information is in circulation, the more discussion it generates and the greater the impact of social media.

Some of the most commonly used social media platforms are

- WhatsApp
- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat

Source-Internet

**Positive Effects of Social Media:** Social media allows the social growth of the society and also helps many businesses. It provides tools like social media marketing that can reach a millions of potential clients. We can easily access information and get news through social media. Social media is a great tool for creating awareness about any social cause. Employers can reach out to potential job seekers. It can help many an individual's to have social growth and interaction with the world without having any hitch. Many people use social media to make themselves heard to the higher authorities. It can also help you meet like-minded people.

**Negative Effects of Social Media:** Many psychiatrists believe that social media is a single most factor causing depression and anxiety in people. It is also a cause of poor mental growth in children. Increased use of social media can lead to poor sleeping patterns. There are many other negative effects like cyber bullying, body image issues etc. as well. There is an increased 'Fear of Missing out' (FOMO) at an all-time high in youth because of social media.

With this research, we are trying to find out the impact of social media on the millennial generation

**1.2 Impact of Social Media on the Millennial:** It's a fad these days to be on social networking sites. If you do not have a digital presence than for some people you do not exist. The ever rising pressure of being on social networking sites and have an impressive profile is effecting the youth in big way. According to statistics average number of hours a teenager spends online is 72 hours per week. This is very high considering that they have to give time to study, physical activities and other beneficial activities like reading etc. It leaves very less time for other things and hence there are serious issues that arise out of this like lack of attention span, minimum focus, anxiety and complex issues. We now have more virtual friends than real ones and we are losing human to human connection day by day. There are other dangers as well like leaking of personal information to complete strangers, sex offenders etc. There are some positive effects.

**Positive Impacts of Social Media Millennial:**

1. It is a good tool for education.

2. It can create awareness for many social issues.
  3. There is a fast transfer of information online and hence the users can stay well informed.
  4. It can also be used as a news medium.
  5. There are few social benefits as well like communication with long distance friends and relatives.
  6. It can provide great employment opportunities online.
- We agree that there are positive impacts of social network but like everything else it also has cons.

### **Negative Impacts of Social Media on Millennial:**

1. Enables cheating in exams
2. Dropping of grades and performance of students
3. Lack of privacy
4. Users are vulnerable to cyber-crimes like hacking, identity theft, phishing crimes etc.

### **2.1 Research Objectives:**

#### **Primary Objectives:**

- To identify if social media affects academics of students;
- To identify how much time an average millennial spends on social media;
- To find what age of people are more into social media;
- To identify why does a millennial prefer social interaction over human interaction;
- To know which social media site is more preferable;
- To know which social media site is more preferable by which age of people;
- To identify the factors which leads to a person's obsession over social media;
- To find if social media leads to acute depression;
- To find what causes a person to become emotionally attached to social websites;
- To find whether virtual friendship over social media sites actually helps build a relationship.

#### **Secondary Objectives:**

- What is the impact of social media in the millennial life?
- How is social media affecting the millennial's academic performance?
- When do millennial use social media the most?
- Which social media platform is most sought after by millennial?
- Why is social media gaining more popularity amongst millennial?

### **3.1 Research Methodology:**

#### **What type of research design was used? Why was this type of design used? What data collection methods were used?**

We conducted a survey by floating out a questionnaire to a sample population of 150 millennial candidates. Our research consisted of the combination of the following research design

- **Exploratory Research:** It is a research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design. Exploratory research helps determine the best research design, data-collection method and selection of subjects.

- **Descriptive Research:**The main purposes of descriptive research are to describe, explain, and validate findings. Descriptive, or qualitative, methods include the case study, naturalistic observation, surveys, archival research, longitudinal research, and cross-sectional research. Experiments are conducted in order to determine cause-and-effect relationships.
- **Causal Research:** Causal studies, which are also known as “experimental studies,” are designed to determine whether one or more variables cause or affect the value of other variables.

The reason for us using these three design methods was to get an overall holistic approach to the topic of research we had taken. It not only gave us develop the operational objectives from the survey conducted, but also helped us get a fair idea of the best research approach in terms of a cross sectional approach.

- **What Data Collection Devices Were Used?**

For our research topic, we used the most favorable method of floating out a questionnaire to a sample population of 150 candidates who fall under the millennial age group and taking a personal interview of the sample population.

- **How Was The Population Defined? What Were Its Geographic, Demographic, Or Other Bounds?**

The demographic population for the survey was basically defined on the basis of their age groups, i.e. the sample population of 150 candidates belonged to the millennial age group.

- **How was the sample actually selected? How large a sample was selected? Why was this size sample chosen? How was a list of sampling units generated? Why was this method used? Were any difficulties experienced in contacting designated sample elements? How these difficulties were overcome and were bias introduced in the process? How was the fieldwork done?**

A demographic survey of the millennial age group was conducted where they were asked to fill a questionnaire and we took a sample population of 150 candidates.

The method of carrying out a demographic survey was used mainly to capture the holistic views of the sample population about the impact of social media in their day to day lives.

The difficulties encountered during the survey were quite a few. Some of the major difficulties faced were, lack of clarity in the responses, some candidates required major persuasion to fill the response sheets and it was very time consuming.

As the survey was performed by us in a group comprising of 4 members, we allocated ourselves in different locations like shopping malls, restaurants, educational institutions, movie theaters, etc. where the probability of finding out our desired target group of respondents would be high in numbers.

#### 4.1 Gender Wise Analysis of Respondents Using Social Media:

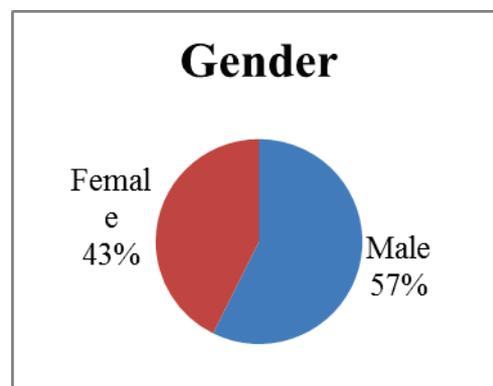
**Table 4.1:** The Gender Wise Analysis of Social Media Usage Among The Millennial

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	86	57.3	57.3	57.3
	Female	64	42.7	42.7	100.0
	Total	150	100.0	100.0	

**Source:** Primary Data

**Source:** Primary Data (Survey report obtained from questioner)

From the above tabulated report it is evident that more males are prone to use social media compared to that of the females. The male comprises of a cumulative total of 57.3 % whereas the same for female respondents is only 42.7 %. Thus it can be stated that males are more into social media platforms as they are tech-savvy compared to that of the females. Moreover it can also be interpreted that females in India are occupied with various household chores compared to that of the males who are predominantly having ample time for using social media mostly in their leisure time.



**Figure 4.1:** A Pie Chart Representation of Male And Female Users of Social Media.

#### 4.2 DESCRIPTIVE ANALYSIS OF ADDICTION LEVEL OF SOCIAL MEDIA AMONG THE MILLENAL

**Table 4.2:** Descriptive Analysis of Addiction Level Of Social Media Among The Millennial

Descriptive Statistics		
	N	Mean
LEVEL OF ADDICTION	150	4.187
Valid N (listwise)	150	

**Source:** Primary Data

The above table represents that the level of addiction of usage of various platforms of social media is having a mean of 4.187 among the data that was collected from the survey questioner from a total sample of 150 respondents.

Thus it states that the majority of the respondents are highly addicted to social media in one way or the other and it is definitely a major concern for the parents and the guardians because from our detailed study it is quite evident that the millennial are not serious about the roles and responsibilities that they need to carry out as students and young professionals. This is creating a long term reparations in their academic performances as a result they are not able to excel in their respective carrier paths.

#### 4.3 List of Activities Majorly Performed In Various Social Media Platforms:

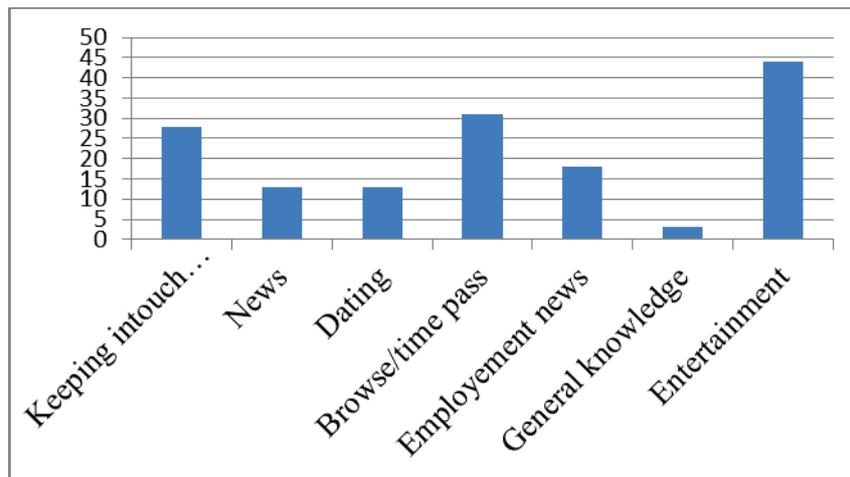
**Table No. 4.3:** List of Various Activities Performed Across Social Media

MAJOR ACTIVITY IN SOCIAL MEDIA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Keeping intouch with family/friends	28	18.7	18.7	18.7
	News	13	8.7	8.7	27.3
	Dating	13	8.7	8.7	36.0
	Browse/time pass	31	20.7	20.7	56.7
	Employment news	18	12.0	12.0	68.7
	General knowledge	3	2.0	2.0	70.7
	Entertainment	44	29.3	29.3	100.0
	Total	150	100.0	100.0	

**Source:** Primary Data (Data Obtained from Survey Questioner)

From the stated tabular output it is evident that majority of the activities performed across social media is for entertainment purpose which contributes round 29.3 %. This includes watching of various Entertainment programs which are streamed online, live matches and also movies on demand where majority of the respondents tends to spend their time.

The least activity which is performed across social media according to the stated output is obtaining information and for general knowledge which only contributes 2.00 % of the total respondents as per the survey report generated. Hence it can be concluded that the millennial are more prone to use the social media for entertainment rather than using it for their academic and professional reasons. This might have a recurring effect on their academic and professional performance as already been stated in the research objectives.



**Figure 4.3:** A Bar Graph Representing List of Various Activities That Millennial Do in Social Media

#### 4.4 The Time Allocation Report on Various Social Media Platforms

**Table 4.4:** The Average Time Spent By Various Age Groups of Respondents

AVERAGE TIME SPENT IN HOURS * AGE GROUP Cross Tabulation					
		Count			
		AGE GROUP			
		15-20	20-25	26-30	>30
AVERAGE TIME SPENT IN HOURS	<3hrs	28	34	8	0
	3-5 Hrs	10	30	0	0
	>5hrs	21	15	0	4

**Source:**Primary Data

**Source:** Primary Data (Responses recorded as per Survey Questioner)

The stated report interprets that the average time spent by the various age group of respondents is different. The young generation or the millennial who are basically the target group of our study is observed to spend mo than 5 hours on an average in a daily basis in various forms of social media whereas the least is recorded for the age group of 20-25 years of respondents. Thus it can be stated that millennial has ample amount of free time in their daily routine to indulge more into social media as they are mostly students and devoid of any responsibilities. While the respondents who belong to a moderately higher age group are already pre-occupied with several responsibilities hence they tend to spend the minimum amount of time in social media.

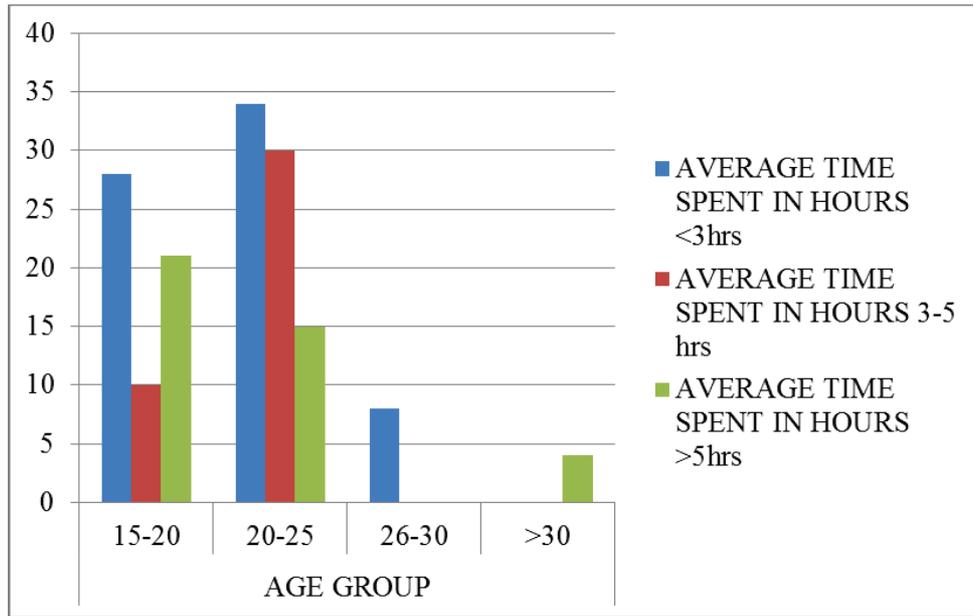


Figure 4.4: Histogram Representing Time Allocation Report on Various Social Media Platforms

4.5 Cross Tabulation:

Fig 4.5.1: Liking of Instagram for Various Age Group

Instagram				
		No	Yes	TOTAL
Age Group	15-20	7	52	59
	20-25	9	69	79
	26-30	0	8	8
	>30	0	4	4
Total		16	133	150

Source:Primary Data

Fig 4.5.2: Liking of Facebook for Various Age Group

Facebook				
		No	Yes	Total
Age Group	15-20	34	25	59
	20-25	32	47	79
	26-30	2	6	8
	>30	0	4	4
Total		68	82	150

Source:Primary Data

**Fig 4.5.3:** Liking of Twitter for Various Age Group

<b>Twitter</b>				
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Age Group</b>	15-20	57	2	59
	20-25	64	15	79
	26-30	8	0	8
	>30	0	4	4
<b>Total</b>		129	21	150

**Source:** Primary Data**Fig 4.5.4:** Liking of LinkedIn for Various Age Group

<b>LinkedIn</b>				
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Age Group</b>	15-20	57	2	59
	20-25	51	28	79
	26-30	3	5	8
	>30	0	4	4
<b>Total</b>		111	39	150

**Source:**Primary Data**Fig 4.5.5:** Liking of Snapchat for Various Age Group

<b>Snapchat</b>				
		<b>No</b>	<b>Yes</b>	<b>Total</b>
<b>Age Group</b>	15-20	49	10	59
	20-25	62	17	79
	26-30	8	0	8
	>30	0	4	4
<b>Total</b>		119	31	150

**Source:**Primary Data

Thus from the above tabulation it is seen that social media platforms like Instagram and Twitter is more popular among the millennial belonging to age group of 15-20 whereas on the other hand other platforms like Facebook and Linkdin are more popular among the middle age group of respondents. So it can be stated that because of various trending features like photo filter, live story sharing, and various animated emojis these social media platforms are more appreciated by the millennial.

#### 4.6 Factor Analysis:

Reliability Statistics	
Cronbach's Alpha	N of Items
0.665	9

Figure 4.6: Reliability Statistics

Cronbach's Alpha value as per the reliability statistics function is found to be 0.665 which interprets that the factors undertaken for doing the factor analysis model for the different parameters are acceptable

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.665
Bartlett's Test of Sphericity	Approx. Chi-Square	304.71
	Df	36
	Sig.	0

Figure 4.7: KMO and Bartlett's Test

The significance value for the KMO and Bartlett's Test is found to be 0.00 which interprets that all the factors identified as a major indicator for the study report has a proper correlation among them.

#### 4.8. Rotated Component Matrix:

**Influential:** this component is named influential because the factors or the statements which fall under this component specifically signifies the impact that social media has on the minds of the millennial.

**Hypocrisy:**The statements under this component are very contradicting to each other which basically made us name this component.

**Social Recognition:**The statements under this component bring out a feeling of recognition among the millennial in the social media platform.

The analysis of the rotated component matrix gives us a fair idea about the factors taken into account for the analysis. It is observed that 32.070% of the sample population think that social media is influential. 16.46% belong the category of hypocrites and 12.653% think that social media gives them self recognition.

**5. Conclusion:** On the basis of the demographic survey conducted by us on 150 respondents consisting of 53.7 % of male and the rest as female we can conclude that

- On a scale of 1-7 it was found that the millennial are addicted to social media at an average of 4.187
- The millennial are more interested in surfing Instagram and twitter whereas the respondents from the age group of 25 or more surf LinkedIn and Facebook

- It is observed from the survey report that the respondents belonging to an age group of 20-25 years are spending less than 3 hours on an average in surfing social media on a daily basis whereas the respondents belonging to an age group of 15-20 years spend more than 5 hours on an average daily in various platforms of social media.
- From the reliability test the Cronbach's Alpha value is observed to 0.665 which infers that the statements taken for carrying out the reliability test are acceptable.
- On the basis of the reliability test 32.070 % of the respondents fall under component 1, (i.e.) they think that social media is very much influential. Component 2 determines the level of Hierocracy among the millennial and it covers 16.468 % of the factor analysis. Lastly 12.653 % think that because of social media they have gained social recognition.
- Overall 61.191 % of the research has been covered by the factor analysis and 38.809 % is lost during the factor analysis.

At the end of the study conducted it was found that millennial has a major following for the various platforms of social media all of which has different reasons of popularity which it has gained over a period of time. The millennial has a major impact of social media in their life as it acts as a one stop solution to all the requirements that the millennial looks for to lead their life in the most contemporary methods.

The conclusion of the report study states that the majority of the factors that affect the lives of themillennial addicted to social media can be classified into three major factors namely influencer, hypocrisy and social recognition.

**6.1 Methodological Limitations:** The only limitation of the research conducted was the demographic limitations. Since the survey was predominantly performed in the metros and the tier 1 city locations hence we we allocated ourselves in different locations like shopping malls, restaurants, educational institutions, movie theaters, etc. where the probability of finding out our desired target group of respondents would be high in numbers.

Some of the major difficulties faced were, lack of clarity in the responses, some candidates required major persuasion to fill the response sheets and it was very time consuming.

Also, the entire behavior and the preferences of the targeted respondent group which are the millennial are not captured through the responses upon which various analysis and interpretation are made, The research survey might had some variations in the final conclusions and interpretation as stated in the report if at all they were taken under considerations

**6.2 Marketing Recommendations:** As per the research study conducted it was seen that millennial are engrossed in various forms of social media which is mainly used for entertainment purposes. However a different trend is visible for the matured age group of respondents where they prefer social media for the purpose of professional excellence and to enhance their domain knowledge pertaining to various sectors of their professions.

The most adverse effect that may occur due to intense use of social media platform according to our hypothesis is the circulation of different types of hoaxes and fake news that are circulated all

the time in various mass social media platform. This might lead to various communal issues which might affect the integrity of the nation and at the same time to ma lead to false propagandas. Thus from the impact of our research proposal it might be recommended to the administrative authorities of the nation or the state to keep a check on such activities in order to prevent the occurrence of any unlikely event.

The intense addiction towards social media for the young generation and the student community is also a major threat for them because according to the survey it was found that majority of the respondents have agreed that their academic performance has dropped down because of intense use of social media where they spend a lion's share of their daily schedule irrespective of their other commitments which has a definite impact in the process of their carrier growth. Thus it is highly recommended for the parents and the guardians to take a close look at this aspect so that any unavoidable circumstances can be negated under their proper guidance.

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