ATTITUDE TOWARDS SOCIAL NETWORKS AMONG DIFFERENT AGE GROUPS - A QUESTIONNAIRE SURVEY

Moulishree[1], Vishnu Priya[2], K. R. Don[3], R. Gayathri[4]

[1]*Saveetha Dental College and Hospitals, Saveetha Institute of Medical and Technical Sciences (SIMATS), Saveetha University, Chennai- 600 077.*

[2]*Department of Biochemistry, Saveetha Dental college and Hospitals, Saveetha Institute of Medical and Technical Sciences(SIMATS), Saveetha University, Chennai-600077.*

[3]*Department of Oral and Maxillofacial Pathology, Saveetha Dental college and Hospitals, Saveetha Institute of Medical and Technical Sciences(SIMATS), Saveetha University, Chennai-600077.*

[4] *Department of Biochemistry, Saveetha Dental college and Hospitals, Saveetha Institute of Medical and Technical Sciences(SIMATS), Saveetha University, Chennai- 600 077.*

[1]*151901086.sdc@saveetha.com*
[2]*vishnupriya@saveetha.com*
[3]*donkr.sdc@saveetha.com*
[4]*gayathri.sdc@saveetha.com*

ABSTRACT

Social networks are seen as a group of internet based technology. It provides a platform to share contents, interest and develop new skills and personalities in the virtual world . The definition for this depends from person to person. There are no boundaries to the use of social networks. The aim of the study is to determine the attitude towards social networks among different age groups. A well structured questionnaire enclosed with closed ended questions was prepared which was surveyed among 100 active participants . The data collected is analysed in SPSS software version 22 by descriptive analysis. The questionnaire is administered to the participants to online google forms link.There exists a positive attitude towards social networks among all age groups. Awareness on advantages and disadvantages of the social networks should be inculcated in the minds of the younger generation.

KEYWORDS: Attitude; entertainment; learning; social networks; virtual.

INTRODUCTION

A technological definition of social media is "a group of internet based applications that build on the ideological and technological foundations of web 2.0 , allowing exchange of user generated content". Social media is an information system built with the available internet , communication technologies and some ideological beliefs about how the content should be created, analysed and distributed. There are various functionalities for a given social media with essential social properties. Identity refers to the presentation of an individual in the virtual network world. It allows users to make dialogue exchange and communicate.(Ke *et al.*, 2019) Sharing helps to spread information through the virtual world. Presence allows to know the user's presence or absence and their actual location. Relations help the community to portrait their virtual representation of real life relationships. Communities refers to where a group of users show interest in a particular subject. Reputation allows qualification of another user's content and increases their trust level in the establishment (Wolf, Sims and Yang, 2018). Social networks provide internet based platforms to interact socially. Social networks help people to connect by computer. It is now used for learning, educator professional's training and development to exchange knowledge. Technology and media in business has a great impact used in various ways.It is used for recruitment , mass reachout,

brand advertisement , awareness, etc. network in health care bounds doctors, nurses, healthcare givers. It helps in research , learn from social networks. Social network plays a major role in impact on social life and political movement across the globe.(Sadiku, Omotoso and Musa, 2019)

There are various advantages in the use of social networks. Media literacy helps share information, knowledge, skills, to understand what information is ordered , know the level of privacy. Education helps handle technology on a regular basis, peer based learning is the best way for studying. Creativity helps literacy and technical skills, encourage experiments and explore new aspects . Social networks help to space their working out, create a status and an identity make and follow their cultural belief and express themselves among their friends and peer aspect. Social networks help strengthen existing relationships and address new barriers they may face to forming and maintaining positive social relations. It also helps develop new interpersonal relations. Due to mutual sharing of interests and beliefs, it helps individuals to feel like a community , a sense of belonging and collective identity. It helps strengthen and build identities. It develops civic participation and political engagement. It helps a person to be well being and develop personalities and skills.(Collin *et al.*, 2011). There also exist some negative aspects of social networks. It serves as a major source of distraction as it suppresses an individual's full presence and deviates them into their virtual reality. It also lacks privacy as there would be no personal identity. It reduces the face to face conversation on a daily basis. Any negative comments without proper evidence may simply reduce the brand name. There can be numerous fake brands developed by hackers. There would be a great impact on individuals due to offensive negative blogs, etc. (Siddiqui, Singh and Others, 2016)

There are various social networks which are viral worldwide. Myspace also has a special profile for musical artists. Facebook network is always on the rise. Anyone can join , connect by workplace, school and other institutions , ideas, interests. Youtube is a popular online video community. It helps share, watch and create new videos(Edosomwan *et al.*, 2011). It is commonly seen as a platform for knowledge but majorly used for entertainment. There should be tight security and guide teens from the wrong paths, there is no more opinion than awareness(Brahma and Verma, 2018). The merits of social networks includes several business advantages, common interest in communities improves science and learning, advertisement and employment . The demerits include cyber bullying, identify thefts, etc. the balance between them is not discussed. (Sarkar *et al.*, 2015). Students often use facebook as their social media which is a global trend. The opinion over education over social media exhibits a heterogenous attitude. Social networks have an ocean of meanings. There are no boundaries for its merits and demerits. But it is important to balance them. Social media is for all age groups. Knowing the attitude and awareness towards them helps make social media a productive platform.(Menon, Priya and Gayathri, 2016). Recent research on natural products in health and disease(Mohan, Veeraraghavan and Jainu, 2015; Ramya, Priya and Gayathri, 2018; Chen *et al.*, 2019; Gan *et al.*, 2019), applications of nanoparticles(Wang *et al.*, 2019; Li *et al.*, 2020), diabetes(Rengasamy *et al.*, 2016; Shukri *et al.*, 2016; Ponnulakshmi *et al.*, 2019), cancer biology(Menon, Priya and Gayathri, 2016; Priya, Jainu and Mohan, 2018; Rengasamy *et al.*, 2018; Ke *et al.*, 2019; Ma *et al.*, 2019; Wu *et al.*, 2019), motivated me to pursue research. This epidemiological survey stemmed out from the current interest in our community. The aim of the study is to determine the attitude towards social networks among different age groups.

MATERIALS AND METHODS

The study setting was prospective observational study done over a heterogeneous population but may experience survey fatigue. It was approved by the scientific review board by Saveetha Dental College. The study population was between 18-40 years of age selected by a probability convenient sampling method.A well structured , self evaluable set of questions were made and circulated. The data was collected from the online google forms link. The methods of representation of results are pie charts

and bar graphs . The statistical tests used are descriptive statistics. The independent variables of this study include height, physical health, education, socioeconomic status whereas dependent variables are awareness, interaction , knowledge and attitude. The data collected was analysed in SPSS software version 22 by descriptive analysis and chi square test.

RESULTS AND DISCUSSION
          The results of all the questions were collected and the data was analysed among different age groups. 38.8% population are 15-25 years, 28.2% population are 30-40 years, 24.3% population are 20-30 years, 8.7% population are 40 years and above years of age(Figure 1). 50.5% of the population are female and 49.5% of the population are male (Figure 2).

In the present study, 35.9% of the population mostly use instagram followed by facebook and snapchat (Figure 3). About 19.4% of 15-25 years age group of participants, 7.7% of age group 20-30 years, 6.7% of 30-40 years of age group of participants use instagram. 4.8% of 40 years and above aged population use facebook as their most used app (Figure 17).

     In the present study, 54.4% of the population prefer calling over the phone, 45.6% of the population prefer chatting (Figure 4). About 23.3% of people aged 15 to 25 years prefer calling whereas 15.5% of the population aged 20-30 years, 19.4% of people aged 30 to 40years and 4.8%- 40 and above aged prefer chatting between calling over phone and chatting (Figure 18).

          In the present study, 30.1% think texting can be done for a longer time than a call (Figure 5). About 16.5% 15-25 years aged, 1.3% 40 years and above aged, prefer chatting as there is no need to give an immediate answer. 9.7% 20-30 years age think they can conserve for more time, 8.7% population 30-40 years aged think no need to have mutual free time simultaneously. These are the reasons to choose chatting. (Figure 19).

          In the present study, 35% population like, 49.5% population dont like, 15.5% doesn't matter in viewing message information like received and seen, etc. (Figure 6). About 18.4% 15-25 years aged, 3.8% 40 years and above like sharing the information, where p=0.139, statistically not significant. This shows 15-25 years and 40 years and above show they see positive aspects of social networks (Figure 20).

          In the present study, 33% population said to have continuous conversation, 30% population like to know the tone/mood of the conversation, 15.5% population to get instant answers as the reason to choose calling over phone (Figure 7). 4.8% 40 years and above the aged population wants to have a continuous conversation, p= 0.263., statistically not significant
(Figure 21). This shows that all groups are aware of the disadvantages of social networks and benefits of normal calls.

          In the present study, 55.3% population maybe, 16.5% yes experience that they never pick up a call for no proper reason to avoid. (Figure 8). About 19.4% 15-25 years, 15.5% 20-30 years , 4.8% 40 years and above the aged population at times never pick up calls for no good reason (Figure 22) , p= 0.369, statistically not significant.

          In the present study, 52.4% population text and 47.6% call back in return to a missed call (Figure 9). 22.3% 15-25 years text, 15.5% 20-30 years, 16.5% 30-40 years, 5.8% 40 years and above call in return to a missed call , p= 0.344, statistically not significant. This shows the majority of the population like texting more than calling over the phone(Figure 23).

          In the present study, 57.3% of the population likes using stories , snaps on social media. (Figure 10). About 30.9% 15-25 years, 14.5% 20-30 years dont like , 19.4% 30-40 years, 4.8% 40 years and above the aged population like using snaps, stories in social media. (Figure 24). p=0.001, statistically

significant. This shows the majority of the population like sharing personal happenings in the virtual world.

In the present study, 27.2% put stories 3-4 per week, 27% more than 2 per day, 18.4% twice daily, 18.4% once daily, 8.7% irregular in putting stories and snaps in social media (Figure 11). About 8.7% 20-30 years - once daily, 30-40 population 10.6% at least 2-3 per week, 3.8% 40 years and above 2 per day in putting stories, snaps, status in social media. It shows that the more dependent on social status is comparatively low in all age groups , p=0.421, statistically not significant (Figure 25).

In the present study, 66% population 'on' and 34% population 'off' their last seen option on whatsapp (Figure 12). About 29.1% 15-25 years, 5.8% 40 years and above keep it on the last seen option in whatsapp , p=0.001, statistically significant (Figure 26). This shows that people of all ages still demand their privacy and personal space.

In the present study, 36.9% population is necessary, 19.4% think it's maybe fundamental to use social media by teenagers (Figure 13). 20.3% 15-25 years, 3.8% 40 years and above sure, 11.6% 20-30 years, 15.5% somewhat agree social networks think it is necessary for growing generation. This shows that people think social networks play a useful role in the growing generation(Figure 27).

In the present study, 49.5% of the population are aware of the disadvantages of social networks. (Figure 14). About 20.3% 30-40 years, 7.7% 40 years and above aware of the disadvantages of social network, p=0, statistically insignificant (Figure 28). There exists less significant awareness over disadvantages of social networks.

In the present study , 38.8% often, 45.6% rarely, hesitate to use social media due to their disadvantages (Figure 15). About 12.6% 20-30 years, 21.3% 30-40 years, 7.7% 40 years and above do hesitate to use the social network, p=0.03, statistically insignificant. This shows there exists a positive attitude and awareness towards the disadvantages of social networks (Figure 29).

In the present study , 35% of the population always , 38.8% at times overcome their hesitation towards social networks(Figure 16). About 17.4% 15-25 years always, 10.6% 20-30 years at times overcome the usage of social networks due to its disadvantages. This shows there exists a positive attitude towards usage of social networks (Figure 30).

In Albaha university, Art and Science department students show a positive attitude towards social media as not just a social platform but also an educational tool for learning (Salih and Elsaid, 2018). Old adults see social networks as a new technology to expertise knowledge which gives a positive attitude towards usage of social networks(Hernandez, 2011). Social networks as an educational tool are beneficial to classrooms if its according to students' perception, reaction, abilities in their technology(Favor, 2015). About 92% students use social networks for more than 4years, 65% more than 4 hours daily, 38% use facebook as the most used app.(Bicen and Cavus, 2010) Most of the people used social networks for at least 30mins per day. It is seen through two dimensions, entertainment socialising as well as security, privacy, truthful information, reliability, etc.(Priya, Jainu and Mohan, 2018) overall people have good impression on OSN and consider it to be useful which is persistent for many years.(Perez and Gomez, 2011)

The present study is limited to small sample size in which more criterias should be included. In future studies, the level of attitude and awareness towards social networks among all age groups should be focussed so that it could be used at its full potential.

CONCLUSION

There exists a positive attitude towards social networks among all groups. There should be awareness in between the positive and ill effects of social media so that it can be used with high potential in learning and developing skills in individuals.

CONFLICT OF INTEREST

The author declares that there was no conflict of interest in the present study.

AUTHOR CONTRIBUTION

Moulishree: literature search, data collection, analysis.

V.Vishnu priya: data verification, manuscript drafting.

K.R.Don: data verification, manuscript drafting.

R.Gayathri: manuscript drafting

REFERENCES

[1]   Bicen, H. and Cavus, N. (2010) 'The most preferred social network sites by students', Procedia - Social and Behavioral Sciences. Elsevier, 2(2), pp. 5864–5869.

[2]   Brahma, K. and Verma, M. K. (2018) 'Students' Attitude towards Social Networking Sites (SNSs): A Case Study of Central Institute of Technology (CIT) Kokrajhar, Assam', Library Philosophy and Practice.

[3]   Chen, F. et al. (2019) '6-shogaol, a active constiuents of ginger prevents UVB radiation mediated inflammation and oxidative stress through modulating NrF2 signaling in human epidermal keratinocytes (HaCaT cells)', Journal of photochemistry and photobiology. B, Biology. Elsevier, 197, p. 111518.

[4]   Collin, P. et al. (2011) 'The benefits of social networking services'. Melbourne, VIC: Cooperative Research Centre for Young People, Technology and Wellbeing (Research Report). (Accessed: 4 June 2020).

[5]   Edosomwan, S. et al. (2011) 'The history of social media and its impact on business', Journal of Applied Management and entrepreneurship. minot.com, 16(3), pp. 79–91.

[6]   Favor, B. (2015) 'Adolescent attitudes towards social media in the classroom'. digitalcommons.salemstate.edu.

[7]   Gan, H. et al. (2019) 'Zingerone induced caspase-dependent apoptosis in MCF-7 cells and prevents 7, 12-dimethylbenz (a) anthracene-induced mammary carcinogenesis in experimental rats', Journal of biochemical and molecular toxicology. Wiley Online Library, 33(10), p. e22387.

[8]   Hernandez, E. (2011) Older adults and online social networking: relating issues of attitudes, expertise, and use. University of Central Florida. Available at: https://stars.library.ucf.edu/honorstheses1990-2015/1199/ (Accessed: 4 June 2020).

[9]   Ke, Y. et al. (2019) 'Photosynthesized gold nanoparticles from Catharanthus roseus induces caspase-mediated apoptosis in cervical cancer cells (HeLa)', Artificial cells, nanomedicine, and biotechnology . Taylor & Francis, 47(1), pp. 1938–1946.

[10]   Li, Z. et al. (2020) 'Apoptotic induction and anti-metastatic activity of eugenol encapsulated chitosan nanopolymer on rat glioma C6 cells via alleviating the MMP signaling pathway', Journal of photochemistry and photobiology. B, Biology. Elsevier, 203, p. 111773.

[11]   Ma, Y. et al. (2019) 'Sesame Inhibits Cell Proliferation and Induces Apoptosis through Inhibition of STAT-3 Translocation in Thyroid Cancer Cell Lines (FTC-133)', Biotechnology and bioprocess engineering: BBE. Springer, 24(4), pp. 646–652.

[12]   Menon, A., Priya, P. V. and Gayathri, R. (2016) 'Preliminary phytochemical analysis and cytotoxicity potential of pineapple extract on oral cancer cell lines', Asian J Pharm Clin Res, 9, pp. 140–143.

[13]   Mohan, S. K., Veeraraghavan, V. P. and Jainu, M. (2015) 'Effect of pioglitazone, quercetin and hydroxy citric acid on extracellular matrix components in experimentally induced non-alcoholic steatohepatitis', Iranian journal of basic medical sciences. ncbi.nlm.nih.gov, 18(8), pp. 832–836.

[14]   Perez, M. and Gomez, J. M. (2011) 'Why Do People Use Social Networks?', Communications of the IIMA. scholarworks.lib.csusb.edu, 11(2), p. 4.

[15]   Ponnulakshmi, R. et al. (2019) 'In silico and in vivo analysis to identify the antidiabetic activity of beta sitosterol in adipose tissue of high fat diet and sucrose induced type-2 diabetic experimental rats', Toxicology mechanisms and methods. Taylor & Francis, 29(4), pp. 276–290.

[16]   Priya, V. V., Jainu, M. and Mohan, S. K. (2018) 'Biochemical Evidence for the Antitumor Potential of Garcinia mangostana Linn. On Diethylnitrosamine-Induced Hepatic Carcinoma', Pharmacognosy magazine. ncbi.nlm.nih.gov, 14(54), pp. 186–190.

[17]   Ramya, G., Priya, V. V. and Gayathri, R. (2018) 'Cytotoxicity of strawberry extract on oral cancer cell line', Asian J Pharm Clin Res, 11, pp. 353–355.

[18]   Rengasamy, G. et al. (2016) 'Characterization, Partial Purification of Alkaline Protease from Intestinal Waste of Scomberomorus Guttatus and Production of Laundry Detergent with Alkaline Protease Additive', INDIAN JOURNAL OF PHARMACEUTICAL EDUCATION AND RESEARCH. ASSOC PHARMACEUTICAL TEACHERS INDIA AL-AMEEN COLL PHARMACY, OPP LALBACH MAIN …, 50(2), pp. S59–S67.

[19]   Rengasamy, G. et al. (2018) 'Cytotoxic and apoptotic potential of Myristica fragrans Houtt.(mace) extract on human oral epidermal carcinoma KB cell lines', Brazilian Journal of Pharmaceutical Sciences. SciELO Brasil, 54(3).

[20]   Sadiku, M. N. O., Omotoso, A. A. and Musa, S. M. (2019) 'Social Networking'. academia.edu.

[21]   Salih, A. A. A. and Elsaid, A. S. (2018) 'Students Attitude Towards the Use of Social Media for Learning Purposes (Case Study: Al-Baha University, College of Sciences & Arts-Biljurashi)', Journal of LIterature, Language and Linguistics. pdfs.semanticscholar.org, 50, p. 7.

[22]   Sarkar, A. et al. (2015) 'Impacts of social networks: A comprehensive study on positive and negative effects on different age groups in a society', Aquatic microbial ecology: international journal. researchgate.net, 3(5), pp. 177–190.

[23]   Shukri, N. M. M. et al. (2016) 'Awareness in childhood obesity', Research Journal of Pharmacy and Technology. A & V Publications, 9(10), pp. 1658–1662.

[24]   Siddiqui, S., Singh, T. and Others (2016) 'Social media its impact with positive and negative aspects', International Journal of Computer Applications Technology and Research. academia.edu, 5(2), pp. 71–75.

[25]   Wang, Y. et al. (2019) 'Synthesis of Zinc oxide nanoparticles from Marsdenia tenacissima inhibits the cell proliferation and induces apoptosis in laryngeal cancer cells (Hep-2)', Journal of photochemistry and photobiology. B, Biology. Elsevier, 201, p. 111624.

[26]   Wolf, M., Sims, J. and Yang, H. (2018) 'Social media? What social media', Annual Conference of the UK Academy for. aisel.aisnet.org. .

[27]   Wu, F. et al. (2019) 'Biologically synthesized green gold nanoparticles from Siberian ginseng induce growth-inhibitory effect on melanoma cells (B16)', Artificial cells, nanomedicine, and biotechnology . Taylor & Francis, 47(1), pp. 3297–3305.
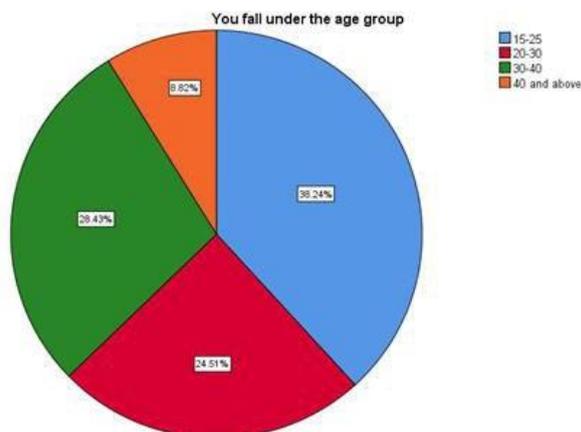
Figure 1- Pie chart representing percentage distribution of study population based on age. About 38.24% - 15-25 years (blue), 24.51%- 20-30 years (red), 28.43% - 30-40 years (green), 8.82%-40 and above years of age (orange) have participated in this survey. Majority (35.24%) of the respondents were reported between 15-25 years of age.
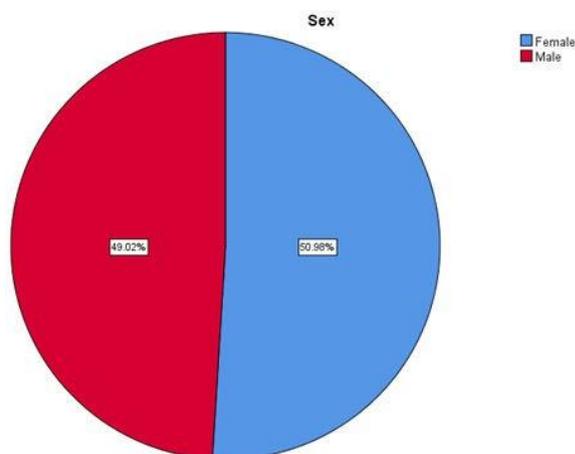
Figure 2- Pie chart representing percentage distribution of study population based on their gender. About 50.98% - females (blue)and 49.02%- male(red) have participated in the survey. Majority (50.98%) of the respondents were female.
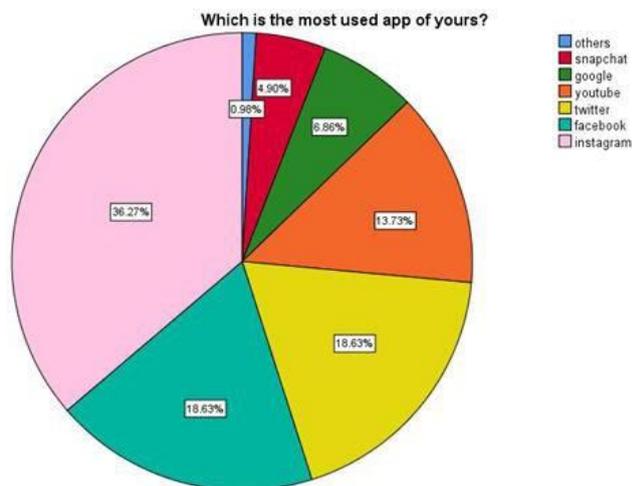
Figure3- Pie chart representing percentage distribution of responses over the most used app of the study population. 0.98% reported others(blue),4.90% reported snapchat(red) ,6.86% reported google(green),13.37% reported youtube(orange), 18.63% reported facebook(teelblue),18.63% reported twitter(yellow) and 36.27% reported Instagram(pink) as their most used app. Majority (36.27%)of the respondents have reported instagram as their most used app.
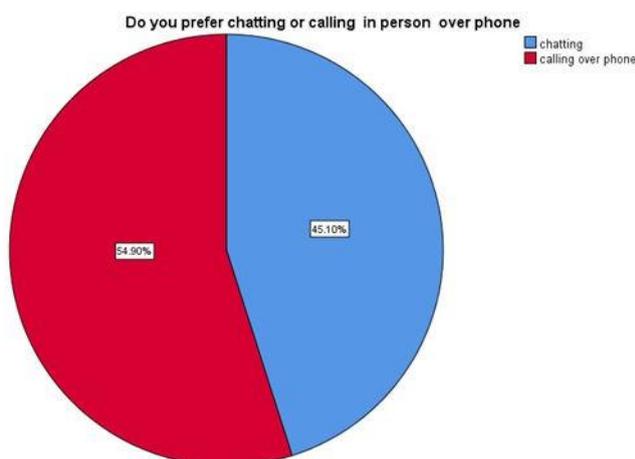
Figure 4- Pie chart representing percentage distribution of responses over the preference of calling or texting. About 45.10% prefer chatting(blue) , 54.90% prefer calling over phone(red). Majority of the respondents prefer calling(64.90%).
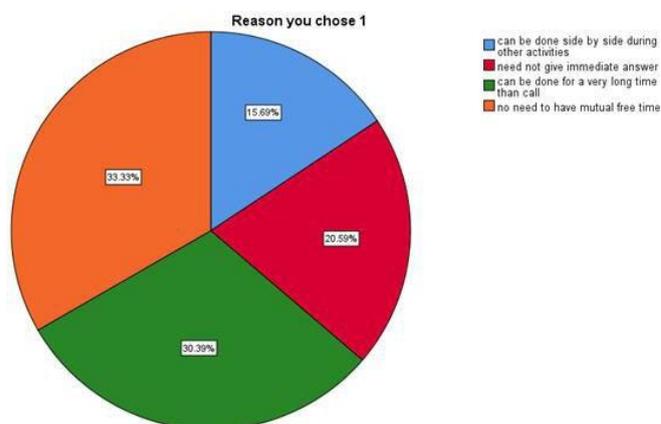
Figure 5- Pie chart representing percentage distribution of responses on the reasons for choosing chatting. About 15.69% reported can be done simultaneously during other work schedules(blue), 20.59% reported need not give an immediate answer(red),33.33% reported need not have mutual free time(orange),

30.39% reported can be done for a long time as their reasons to choose chatting over calling. Majority of the respondents chose chatting as there is no need to have mutual free time to talk.(33.33%).
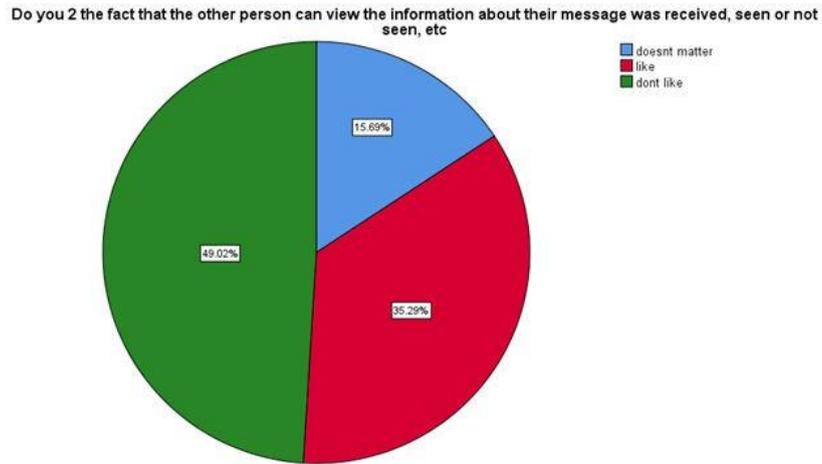
Figure 6- Pie chart representing percentage distribution of responses on willingness in sharing the message information. 15.69% reported it doesn't matter (blue),35.29% reported to like(red), 49.02% reported to don't like (green) sharing the message's information. Majority of the respondents have reported that they don't like it(49.02%).
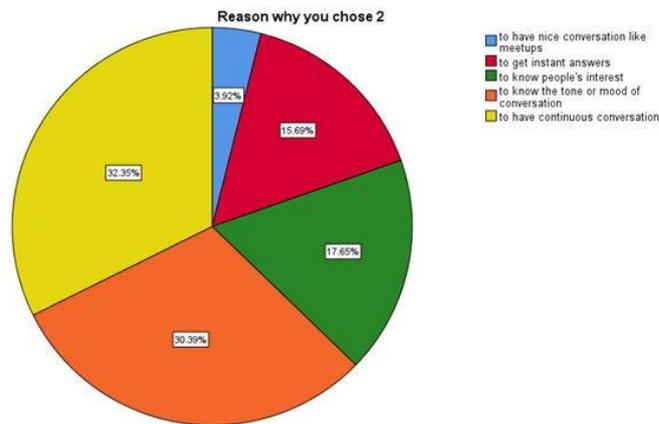
Figure 7- Pie chart showing percentage distribution of reasons to choose calling over phone. 3.93% reported to have nice conversation like meetups(blue), 15.69% reported to get instant answers(red), 17.65% reported to know people's interest(green), 30.39% reported to know mood or tone of the conversation(orange), 32.35% reported to have continuous conversation(yellow) as their resons to choose calling over phone. Majority of the respondents chose calling over phone so that they could have a continuous conversation.(32.35%)
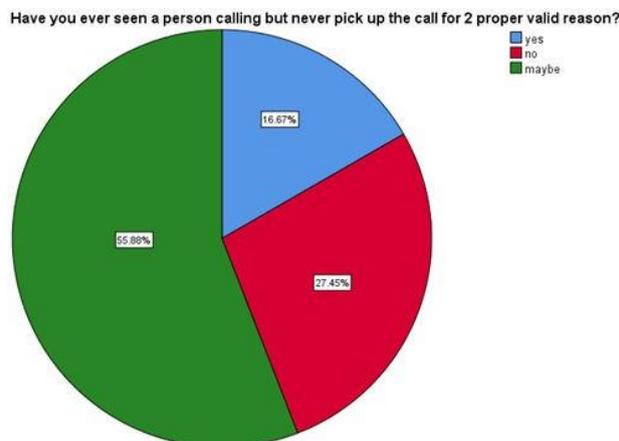
Figure 8- Pie chart showing percentage distribution of responses on the experience of not picking a call for no proper reason to avoid. 16.67% reported they have(blue) , 27.45% reported that they have not (red) ,

55.88% reported they would have (green) experienced this situation. Majority of the respondents have reported that they would have experienced this situation.(55.88%)
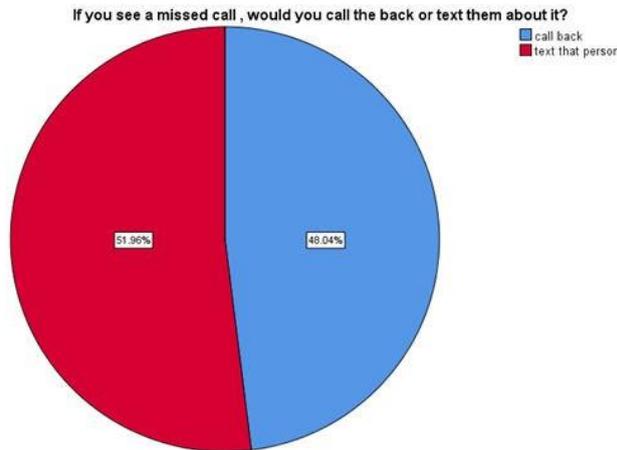
Figure 9- Pie chart showing percentage distribution of responses on preference whether to text or call back a person 48.04% reported to call(blue), 51.96% have reported to text back(red). Majority of the respondents prefer to text that person back instead of calling.(51.96%)
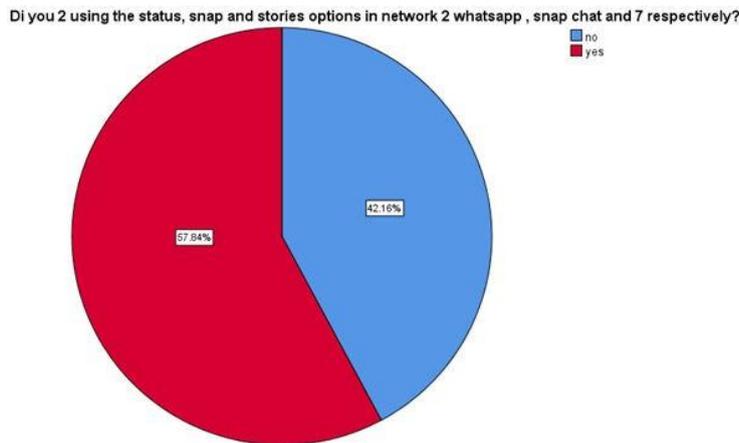
Figure 10- Pie chart showing percentage distribution of responses on interest over using snaps, stories, status in social media. 42.16% reported no(blue), 57.84% reported yes(red). Majority of the respondents show interest in using the snaps, stories, features of social media.(57.84%)
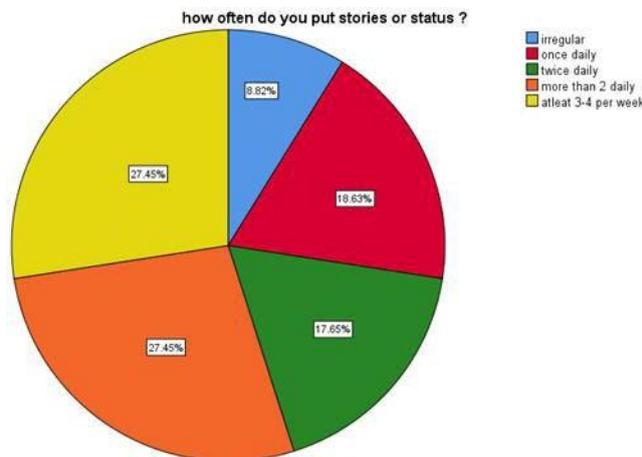
Figure 11- Pie chart showing percentage distribution of responses on the frequency of using snaps, stories, etc.8.82% reported as irregular(blue) , 18.63% reported as once daily(red), 17.65% reported as twice daily (green), 27.45% reported as more than 2 per day(orange), 27.45% reported as at least 3-4 per week(yellow). Majority of the respondents have reported to use the snaps and stories at least 3-4 times per week.(27.45%)
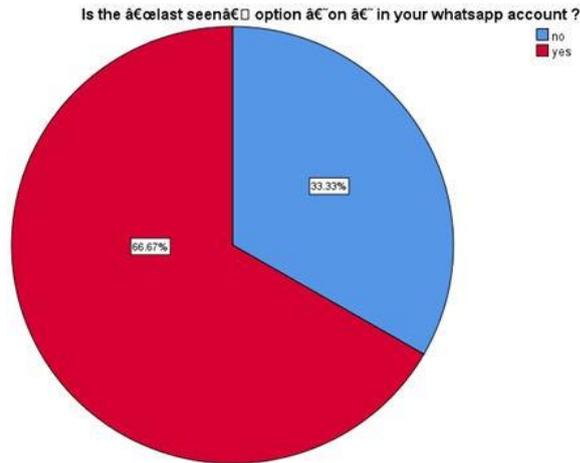
Figure 12- Pie chart showing percentage distribution of responses on whether the last seen option is "on" in social media. 33.33% reported No(blue), 66.67% reported yes(red). Majority of the respondents (66.67%) have reported that their last seen option is 'on' in their social media.
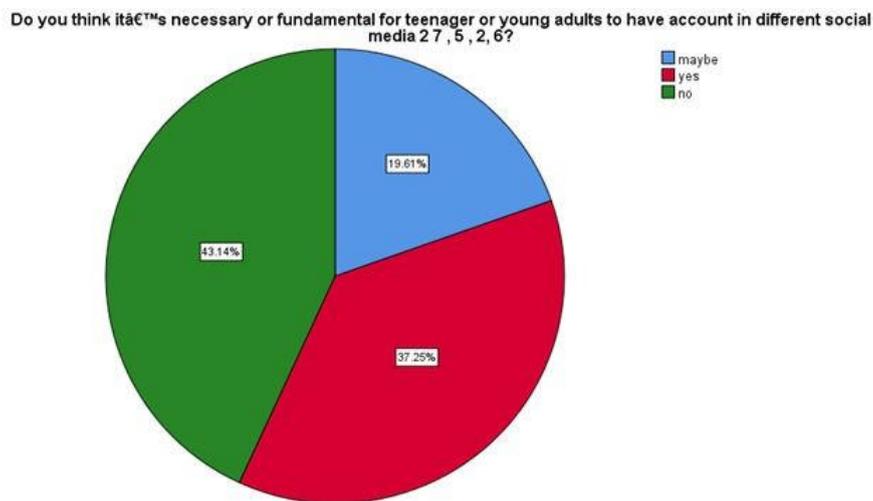
Figure 13- Pie chart representing percentage distribution of responses on whether social networks are fundamental for teenage or young adults. 19.61% reported as maybe(blue), 37.65% reported yes(red), 43.14% reported no(green). Majority of the respondents doesnt feel it as fundamental for the teenagers(43.14%)
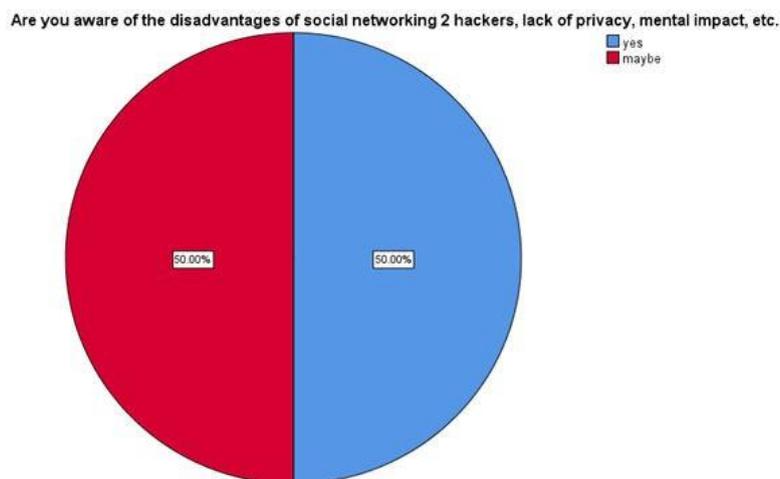
Figure 14- Pie chart representing percentage distribution of responses on awareness over disadvantages of social networks. 50% reported as maybe(red), 50% reported yes(blue). About 50% of the respondents are aware, 50% of them are somewhat aware of the disadvantages of social media.
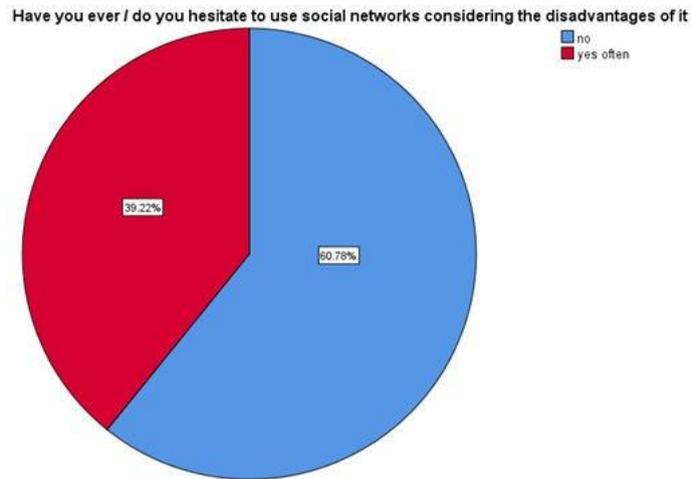
Figure 15- Pie chart showing percentage distribution of responses on hesitation to use social network due to its side effects. 39.22% reported as yes, often(red),60.76% reported no(blue). Majority of the respondents don't feel this hesitation(60.78%).
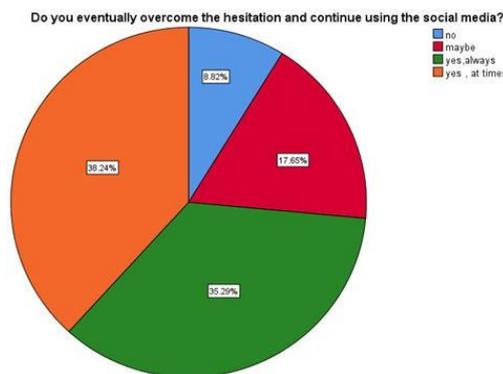
Figure 16- Pie chart showing percentage distribution of responses on overcoming the hesitation to use social networks due to its ill effects. 8.82% reported no(blue) , 17.65% reported as maybe(red), 35.29% reported as yes always(green), 38.24% reported as yes at times(orange). Majority of the respondents have reported that at times they overcome this hesitation.(38.24%)
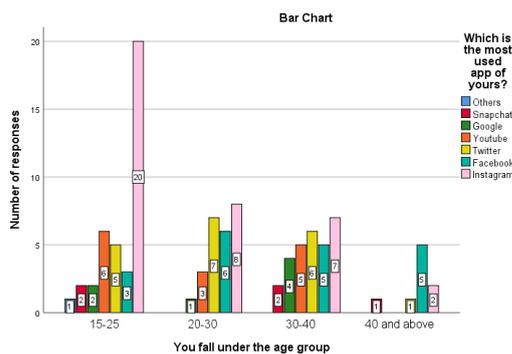
Figure 17- Bar graph representing association between different age groups(X axis) and responses to their most used app or social network(Y axis) . Here, blue represents others, red represents snapchat, green represents google, orange represents you tube, teelblue represents facebook, yellow represents twitter, rose represents Instagram. 4.8% of 40 years and above population report facebook, whereas the 19.4% of the 15-25 years age group report instagram as their most used app but on analysis there was no statistical significance between different age groups and their most used apps . Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value=24.48, p value=0.140 (>0.05 indicating statistically not significant).
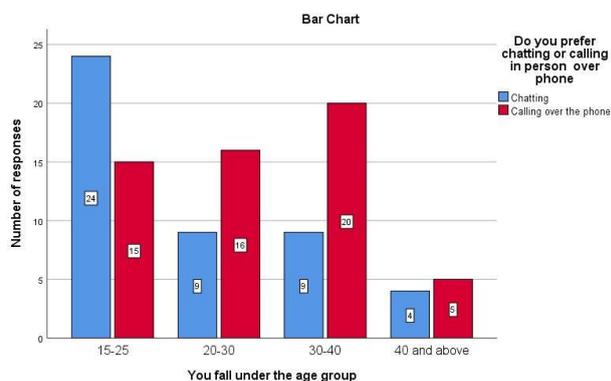
Figure 18- bar graph representing association between different age groups(X axis) and the responses on preference between chatting or calling over the phone (Y axis). Blue denotes calling, red denotes chatting. 23.3% of people aged 15 to 25 years prefer calling whereas 15.5% of the population aged 20-30 years, 19.4% of people aged 30 to 40years and 4.8%- 40 and above aged prefer chatting between calling over phone and chatting and on analysis there was no statistically significance between different age groups and the preference between chatting and calling over phone. Chi square test was done and was found to be statistically not significant. Pearson chi square value=7.411, p value=0.006 (0.05 indicating statistically not significant).
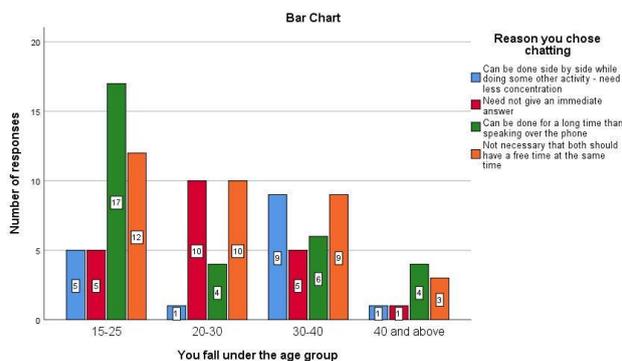
Figure 19- Bar graph representing the association between age groups (X axis)and the responses to their reasons to choose chatting(Y axis).Here, blue represents done simultaneously during other work schedules,red represents need not give an immediate answer, orange represents need not have mutual free time, green represents can be done for a long time. 16.5% of the 15-25 , 3.8% of 40 years and above population reported to have conversation for a long time, 9.7% of 20-30, 8.7% of 30-40 years age population reported to need not have mutual free time as their reasons and on analysis there was a statistical significance between different age groups and the reasons to choose chatting. Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value=19.003, p value=0.025 (p <0.05 indicating statistically significant).
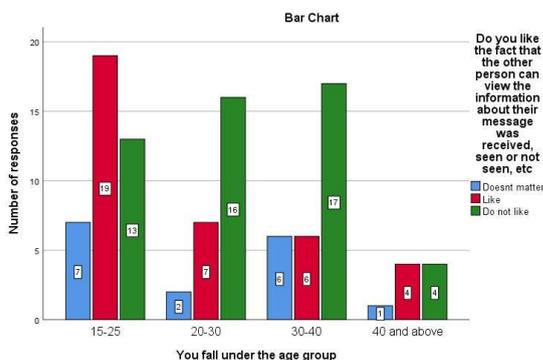
Figure 20- Bar graph representing the association between different age groups (X axis) and the responses towards the willingness of sharing the message's information (Y axis). Blue denotes doesn't matter, red denotes like and green denotes don't like. 18.4% 15-25 years aged, 3.8% 40 years and above like sharing

the information and on analysis there was no statistical significance between different age groups and their willingness to share the message's information. Chi square analysis was done and the association was found to be statistically not significant . pearson chi square value= 9.672, p=0.139 (>0.05indicating statistically not significant).
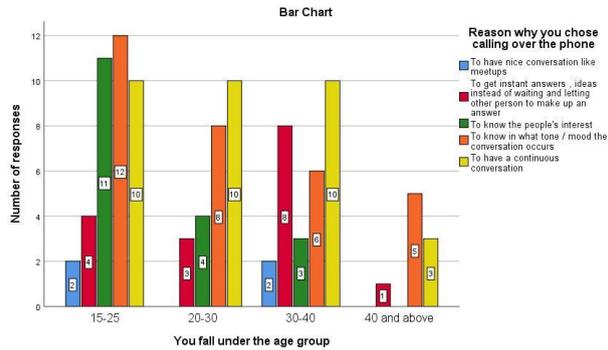
Figure 21- Bar graph representing the association between different age groups(X axis) and the responses to their reasons to choose calling over phone(Y axis).Here, blue represents nice conversation like meetups, red represents instant answers, green represents to know people's interest, orange represents to know the mood or tone of the conversation, yellow represents to have continuous conversation. 11.6% of the 15-25 years and 4.8% 40 years and above aged participants reported as to know the mood or tone of the conversation whereas 9.7% of the 20-30 years and 30-40 years of aged population reported as to have continuous conversation as their reason to choose calling over phone, but on analysis there was no statistical significance between the different age groups and their reason to choose calling. Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value=14.621, p value= 0.263(p>0.05 indicating statistically not significant).
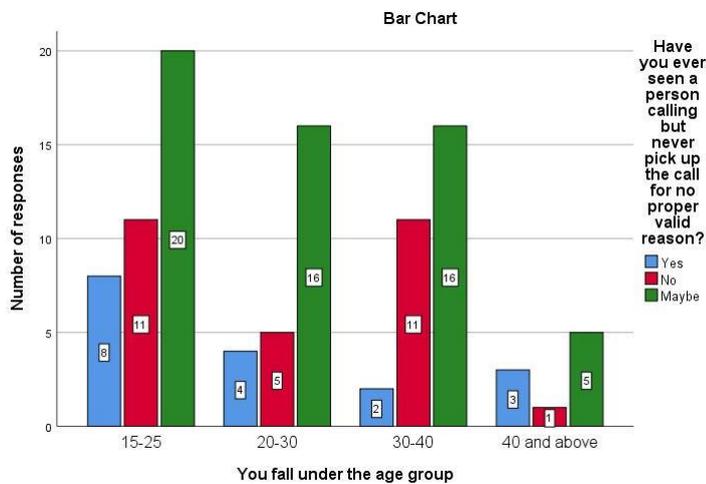
Figure 22- Bar graph representing association between different age groups(X axis) and the responses to their experience of not picking up a call for no good reason to avoid (Y axis).Here, blue represents yes, red represents no,green represents maybe. 19.4% of 15-25 years aged population, 15.5% of 20-30 years 30-40 years aged population, 4.8% of 40 years and above population reported that they would have experienced , but on analysis there was no statistical significance between different age groups and their response to this experience. Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value=6.508, p value= 0.369(p >0.05 indicating statistically not significant)
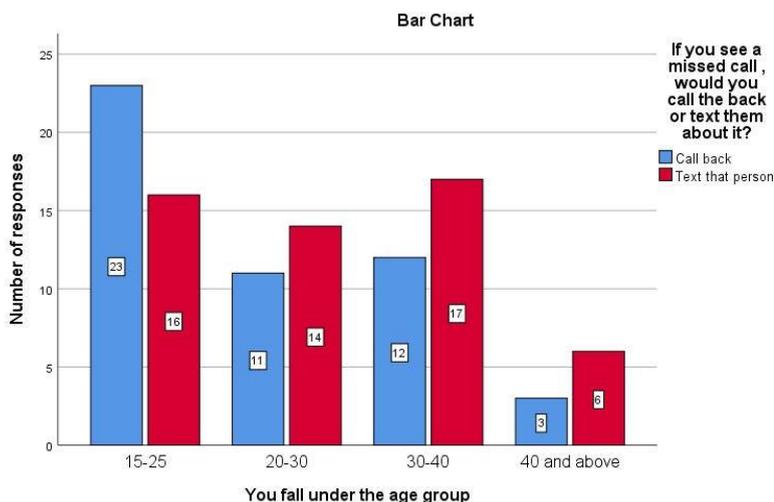
Figure 23- Bar graph representing the association between different age groups (X axis)and responses to the preference over texting or calling in return to a missed call(Y axis).Here, blue represents call, red represents text back. 22.33% of 15-20 years age population prefer calling whereas 13.5% of 20-30 years aged population, 16.5% of 30-40 years aged, 5.8%of 40 years and above aged population prefer texting back that person, but on analysis there was no statistical significance between different age groups and their preference. Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value= 3.327, p value=0.344(p >0.05 indicating statistically not significant).
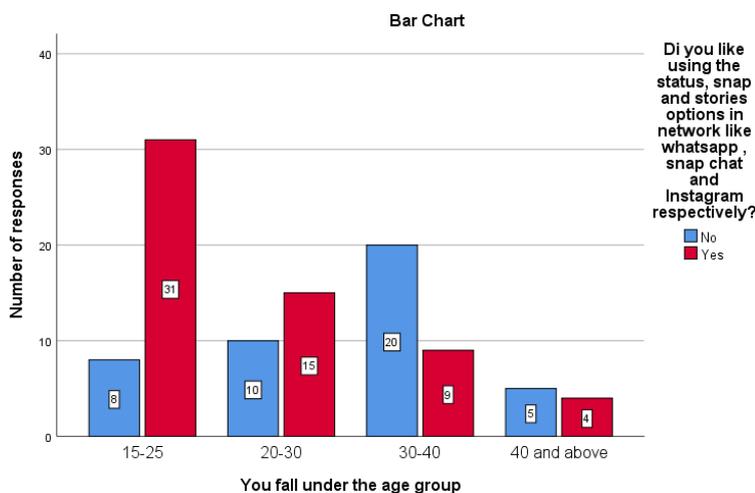
Figure 24- Bar graph representing the association between different age groups(X axis) and the response to their interest in using snaps, stories and status in social media(Y axis).Here, blue represents no, red represents yes. 30.09% of the 15-25 years,14.5% of 20-30 years age population like and 19.4% of the 30-40 years and above aged population don't like using snaps and stories, on analysis there was a statistical significance between different age groups and their interest in using snaps and stories.Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value= 16.750, p value=0.001(p <0.05 indicating statistically significant)
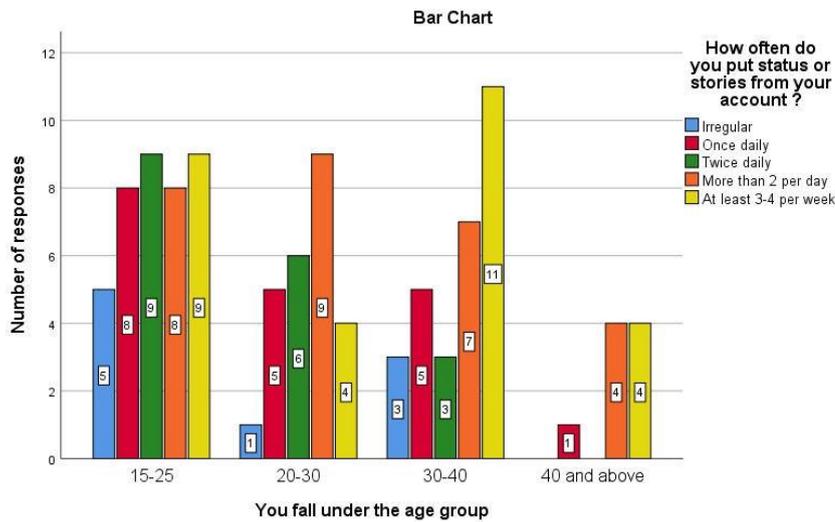
Figure 25- Bar graph representing association between different age groups (X axis) and their response to the frequency of using snaps, stories, etc(Y axis).Here,blue represents irregular , red represents once daily, green represents twice daily, orange represents more than 2 per day, yellow represents at least 3-4 per week. 8.7% of 15-25 years aged population use twice daily or at least 3-4 per week, 8.7% of 20-30 years aged population use more than twice daily, 10.6% of 30- 40 years aged population use 3-4 per week, 3.8% of the 40 years and above aged population use daily twice or 3-4 per week but on analysis there was no statistical significance between different age groups and their usage of stories and snaps.Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value= 12.31, p value=0.421(p >0.05 indicating statistically not significant).
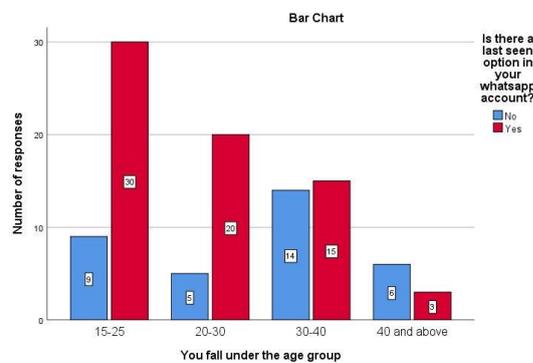
Figure 26- Bar graph representing the association between different age groups (X axis) and responses to preference of last seen option "on" in social media(Y axis).Here, blue represents No, red represents yes. 29.1% of 15-25, 19.4% of 20-30years and 14.5% of 30-40 years aged population reported yes where 5.8% of 40 years and above population reported no and on analysis there was statistical significance between different age groups and their preference of last seen option kept "on". Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value=11.26 ,p value= 0.01(<0.05 statistically significant).
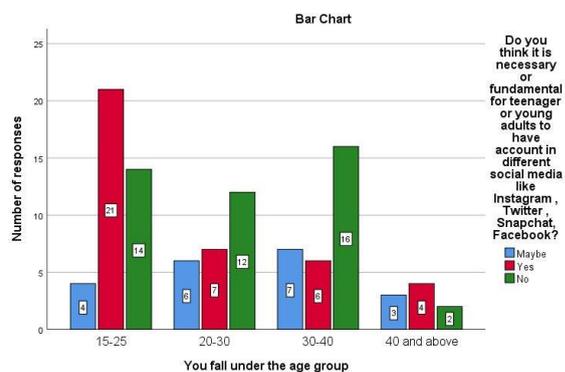
Figure 27- Bar graph representing the association between different age groups (X axis)and responses to the necessity of social network for young adults(Y axis). Here, blue represents, maybe, red represents yes, green represents no.Majority of 15-25 years, 40 years and above aged population think its necessary whereas 20-30 years, 30-40 years age population think it is not necessary but on analysis there was no statistical significance between different age groups and the necessity of social media to younger adults. Chi square analysis was done and the association was found to be statistically not significant. Pearson chi square value= 11.368,p value= 0.078(>0.05 indicating statistically not significant).
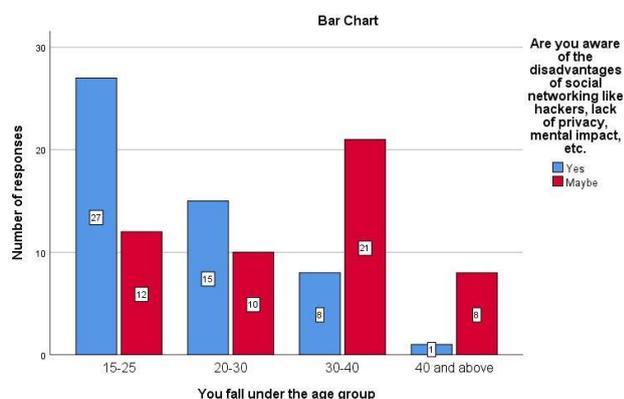
Figure 28- Bar graph showing association between different age groups(X axis) and the responses to awareness over disadvantages of social network(Y axis). Here,blue represents, maybe, red represents yes. 23.3% of the 15-25 years and 14.5% 20-30 years age population are aware and 20.3% of 30-40 and 7.7% of 40 years and above are aware and on analysis there was a statistical significance between different age groups and their awareness over disadvantages of social networks. Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value= 18.04, p value= 0(<0.05 indicating statistically significant).
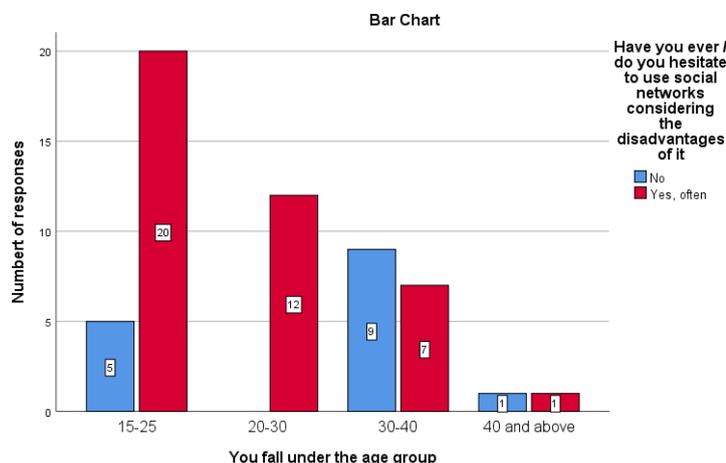
Figure 29- Bar graph representing the association between different age groups(X axis) and responses to the hesitation in using social networks due to its side effects(Y axis). 19.4% of the 15-25 years aged population and 11.6% of 20-30 years, 8.7% of 30-40 years, 0.9%of 40 years and above aged population

hesitated to use social networking. On analysis there was a statistical significance between the different age groups and the hesitation to use social networks due to their ill effects.Here, red represents yes, often, blue represents no. Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value= 17.581,p value= 0.03(<0.05 indicating statistically significant).
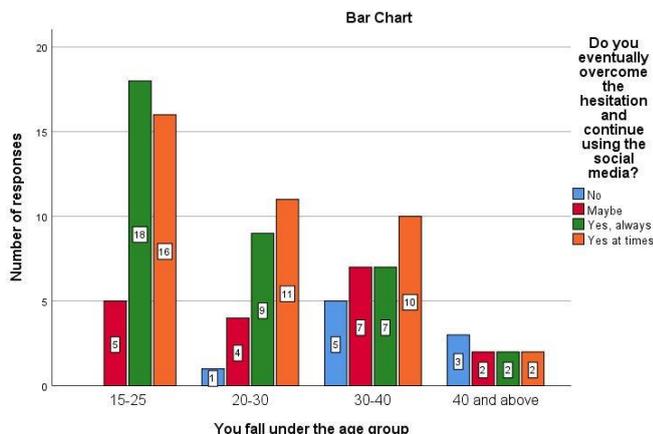
Figure 30- Bar graph representing the association between different age groups(X axis) and responses to overcoming the hesitation in using the social network due to its disadvantages (Y axis). Here, blue represents no, red represents maybe, green represents yes always, orange represents yes at times. 2.9% of 40 years and above aged population overcome, 17.4% of the 15-25 years always overcome, whereas 10.6% of 20-30 years, 9.7% 30-40 years aged population at times overcome the hesitation and continue to use social media. On analysis there was a statistical significance between different age groups and overcoming the hesitation to use social networks. Chi square analysis was done and the association was found to be statistically significant. Pearson chi square value= 17.68, p value= 0.039(<0.05 indicating statistically significant).