IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON THE UTILIZATION OF SOCIAL MEDIA PLATFORMS BY INDIVIDUALS ABOUT SHARING IMAGES & VIDEOS

Author : Ms. Swarna Viswanathan

School of Commerce

Kumaraguru College of Liberal Arts & Science Coimbatore - 641 049

CHAPTER I

1. INTRODUCTION AND RESEARCH METHODOLOGY

1.1 INTRODUCTION

Online platforms that allow users to create, communicate, and exchange information, ideas, and material are referred to as social media. These platforms have become an essential part of our everyday lives, allowing individuals to interact with others, share experiences, and express themselves. People should carefully examine how their posts may affect both their personal and professional lives. Understanding how consumers interact with information is crucial for businesses to develop more successful social media strategies. Posting behavior on social media can vary greatly based on the user's personality, hobbies, and platform. Some users may post regularly, updating their followers on their everyday lives, ideas, and experiences. Others may use social media more carefully, publishing just when they have vital information to offer. According to research, social media users tend to share emotional content, whether favorable or bad. Personal experiences, news reports, and opinion pieces can all be included. Users may also share their experiences. Others may write less regularly, just posting essential life updates or events. Text, photographs, videos, and connections to other websites are all examples of material that may be shared. The user's social media goals might also impact their posting behavior. Someone trying to enhance their brand, for example, may post more regularly and offer information that showcases their skills or hobbies. Someone who uses social media for personal relationships, on the other hand, may concentrate on sharing updates with friends and family. Depending on the goals of the social media site, user posting behavior might vary greatly. As an illustration, people frequently submit brief, snappy remarks on Twitter and captioned pictures and videos on Instagram. Some people could be more active than others, posting regularly or seldom. Time availability, internal motivation, and the platform's perceived worth are a few variables that might affect how frequently posts are made. Audience engagement, such as likes, comments, and shares, can also influence posting behavior. If a person receives a favorable response on a specific sort of post, they are more inclined to share similar information in the future. It is vital to remember that a user's posting habits can have both positive and bad effects on their social media experience. Excessive posting or sharing of improper content might result in bad comments or account suspension. Engaging with people and sharing valuable material, on the other hand, can lead to a more positive and gratifying social media experience.

1.2 STATEMENT OF THE PROBLEM

Despite growing concerns about people's social media posting habits, little is known about the motivations that motivate people to publish information on social media platforms. There is limited data on the potential effects of social media use on people's social connections and well-being. As a result, the purpose of this study is to examine how people use social media to post, with a focus on what makes them decide to post, how often they post, what they post, and how this affects their well-being and ability to interact with others. The study intends to offer insights into how people might utilize social media more beneficially and responsibly by better comprehending these elements.

1.3 OBJECTIVES OF THE STUDY

1. To find the preferred posting content on social media.
2. To analyze the most frequently used social media apps for posting.
3. To examine the advantages & effects of social media users' posting habits.

1.4 SIGNIFICANCES OF THE STUDY

Online platforms that allow users to create, communicate, and exchange information, ideas, and material are referred to as social media. People should carefully examine how their posts may affect both their personal and professional lives. Understanding posting activity can aid in our understanding of how individuals act, communicate, and interact online. The benefit of studying posting behavior may be seen in a variety of situations: Social media research: utilizing data on posting behaviors, the study examines user conduct on social media platforms. Along with user preferences for social media, content preferences, and identifying the trend of the users in line with those residing in the Coimbatore region in 2023, it also includes posting frequency, content type, and engagement rates. Also Understanding how consumers interact with information is crucial for businesses to develop a more successful social media strategy.

1.5 SCOPE OF THE STUDY

The research scope refers to the parameters within which the research project will be carried out. From January to March 2023, this survey took place in the Tamil Nadu area among people aged 18 to 60. The study was carried out to ascertain users' opinions and preferences on posting behaviors on social media platforms.

RESEARCH METHODOLOGY

Research methodology is the strategy for the study and the plan by which the strategy is to be carried out. It specifies the methods and procedures for the collection, measurement, and analysis of data.

1.1.1 AREA OF THE STUDY

The study was regarding the user perception of posting behavior on social media platforms.

1.1.2 SOURCE OF DATA

In this research, the collection of data is data is from various sources and there are two types:

- Primary Data
- Secondary Data

a) PRIMARY DATA

Primary data is information that is gathered from the audience directly through questionnaires and interviews. The study depended significantly on primary data since it was first-hand knowledge that was applied for analysis.

b) SECONDARY DATA

Data that has been gathered and examined by someone else, often for a different reason than the present research, is referred to as secondary data. A variety of sources, including published reports, official statistics, journals, scholarly publications, and internet databases, can provide secondary data.

1.1.3 SAMPLE DATA

In this survey, the sample size decided was to collect 100 responses.

1.1.4 SAMPLE TECHNIQUES

The sample techniques used here are snowball sampling, a non-probability sampling technique used in research to identify and recruit participants with specific characteristics or traits, and simple random sampling.

1.1.5 TOOLS & TECHNIQUES USED FOR ANALYSIS

The purpose of using tools and techniques is to transform the collected data into feasible evidence, the following tools are used in the analysis.

1. Percentage Analysis
2. Weighted Average Score Method
3. Chi-square Analysis

1. PERCENTAGE ANALYSIS

Percentage analysis is a way of analyzing and interpreting data in which results are expressed as a percentage of the total.

2. WEIGHTED AVERAGE SCORE METHOD

Weighted average score method analysis is a statistical methodology for analyzing data that assigns varying weights to various variables depending on their relative relevance.

3. CHI - SQUARE ANALYSIS

A statistical test called chi-square is used to examine whether there is a meaningful correlation between two category variables. In a table where the rows represent one variable and the columns represent another, it is frequently used to evaluate the independence of two variables.

1.1.6 LIMITATIONS OF THE STUDY

1. The number of participants in this study was strictly limited to 100.
2. The study was restricted to the Coimbatore region alone.
3. The time-constrained for the year 2023

1.1.7 CHAPTER SCHEME

- Chapter I deals with Introduction and Research Methodology
- Chapter II deals with the Review of Literature.
- Chapter III deals with Social Media Posting Behaviour – An Overview.
- Chapter IV deals with the Data Analysis and Interpretation.
- Chapter V reveals the Summary of Findings, Suggestions, and Conclusion

CHAPTER II
2. REVIEW OF LITERATURE

2.1 INTRODUCTION

A review of the literature is a critical assessment of the body of previously published material that is relevant to a particular area of inquiry or concern. It entails finding, analyzing, and synthesizing academic books, papers, and other sources to present a summary of what is currently known about the subject. A literature review's main goals are to point out knowledge gaps and lay the groundwork for future study. Also, it aids in demonstrating the importance and applicability of the study question or subject under consideration.

2.2 REVIEWS

Zhiheng Xu, Yang Zhang, Yao Wu, and Qing Yang (2012) in their study "Modeling user posting behavior on social media" examine how users publish on the well-known social media site Twitter. They assume that breaking news, posts from social friends, and user intrinsic interest are the three key influences on user behavior, and we propose a mixed latent topic model to incorporate all these influences. On a sizable Twitter dataset, they assessed the model from three different angles: the difficulty of holding out content, the effectiveness of forecasting retweets, and the quality of creating latent subjects. The results were positive; it was evident that this model performed better than its rivals.

Gwendolyn Seidman (2013) in his article "Self-presentation and Belonging on Facebook: How personality influences social media use and Motivations", looks at how Facebook is used to satisfy requirements for affiliation and self-presentation. A study measuring Facebook behaviors and motives as well as personality was completed by 184 undergraduates. The greatest predictors of behaviors

and motives linked to belongingness were high agreeableness and anxiety. More frequent usage of Facebook for social interaction was linked to extravagance. A lack of diligence and high anxiety were the traits that best predicted self-presentational motives and behaviors. The findings imply that careful people are cautious about how they display themselves online. Positive correlations were found between a tendency to express one's true self and anxiety, agreeableness, and extravagance. The emergence of ideal and concealed self-aspects was positively correlated with anxiety.

Beiming Sun, and Vincent TY Ng (2014) in their study "Analyzing the sentimental influence of posts on social networks" analyze many efforts that have been made to collect data from social networks, including emotional trend analysis of users of social networks. The emotional impact of postings and compare the results across a range of subjects and social media platforms. Every day, numerous postings are created on social media. People are interested in determining who has the most influence. Most studies used the number of responses a post got to determine its impact. We are unsure, nevertheless, if ignoring their emotive content will have a beneficial or bad impact on other postings. Three study topics are provided in this paper along with approaches for measuring the emotive effect of postings.

Subbarao Kambhampati, Lydia Manikonda, and Yuheng Hu (2014) in their study "What We Instagram: A First Analysis of Instagram Photo Content and User Types" discusses Instagram as a relatively new medium for communication where users can quickly post updates by snapping images and applying filters to them. Despite being the most widely used application for taking and sharing photos, it has received very little attention from the scientific community. Our findings provide various previously unresearched insights on Instagram, including 1) Eight popular photo categories, 2) There are five different sorts of Instagram users based on the images they post, and 3) A user's audience (the number of followers) is unrelated to the Instagram photos they publish. This is the first in-depth investigation of Instagram users and material, to our knowledge.

Yongjun Sung, Jung-Ah Lee, Eunice Kim, and Sejung Marina Choi (2016) in their study, "Why we post selfies: Understanding motivations for posting pictures of oneself" analyze the motives for posting selfies and investigate the functions of these motives and narcissism in predicting selfie-posting behavior. First, the research identified four reasons people use SNSs to upload selfies: (1) attention seeking, (2) communication, (3) archiving, and (4) fun. Further findings revealed that while selfishness was the sole significant predictor of selfie-posting frequency, the motives of attention-seeking, communication, and archiving, as well as narcissism, strongly influenced selfie-posting intention.

Sarah Tyer (2016) in her study "Instagram: What Makes You Post?" Discuss whether there is a connection between what women watch on Instagram and what they decide to post to their accounts. The top three Instagram profiles, which belong to Beyonce, Kim Kardashian, and Ariana Grande, are said to have a significant impact on women who use the platform and serve as representations of society's "ideal woman." In a study that asked several questions &turned out from the sampled population's results few people followed the top three Instagram accounts, indicating that those accounts had no real effect on the kinds of photographs the women chose to post.

Eleftherios Varkaris, and Barbara Neuhofer (2017) in their study "The influence of social media on the consumers' hotel decision journey" analyze that social media has a significant impact on how people search for, select, and book hotels. By shedding light on the perceived value of using social media, consumers' information search behavior "then and now," the benefits and drawbacks of using social media for decision-making, their credibility, and the factors that affect consumers' hotel decision-journeys, the findings provide insight on what factors are influencing this process. An integrated theoretical model that incorporates the data has been called "Hotel Consumer Decision-Journey through Social Media."

Martina Drahosovaa, and Peter Balco (2017) in their study "The analysis of advantages and disadvantages of the use of social media in the European Union" discuss social media frequently and occupy a lot of time there. Therefore, it is essential to understand the fundamentals of the benefits and drawbacks of utilizing social media. The research focuses on social media and how users view the general public. Through the study, we looked at which social media individuals use, why they use them, and how they view the advantages and disadvantages of using social media. We have determined the three social media platforms that are most popular in the European Union after examining our survey data. We have also determined what social media users think about the benefits and drawbacks of using each platform.

Emily Lowe-Calverley, and Rachel Grieve (2018) in their study "Thumbs up: A thematic analysis of image-based posting and liking behavior on social media" discuss the pre-posting or pre-liking thoughts that users of social media had, focusing on the existence of self-absorbed, self-presentation considerations. Awareness that self-presentation might be impacted (and hence controlled) through image posting and "liking" suggests that self-absorbed goals influenced both posting and "liking" an image on social media. Users also thought about who might view their content or behavior, as well as the potential impact on others. Finally, the term "liking" truly refers to the act of liking, with enjoyment and image value considered before expressing public, online praise.

Najwa Alghamdi, Nourah Alageeli, Doaa Abu Sharkh, Maram Alqahtani, and Muna Al-Razgan (2020) in their study "An Eye on Riyadh Tourist Season: Using Geo-tagged Snapchat Posts to Analyze Tourists Impression" examines the way people engage and communicate with one another has altered as a result of social media. As users share their views, ideas, and daily activities, it has grown to be one of the most important venues for communication. People like mingling in public when attending events. The ideal medium for sharing fleeting life moments via video or photo is Snapchat. Recently, Snapchat made it possible to view Snap Map through the web, which provides a heat map of all snaps shared to "Our Story" in real-time. This study uses geo-tagged Snapchat posts (snaps) that are shared on Snapchat public stories (i.e., Snap Map) to examine how visitors' perceptions of certain Riyadh seasonal events are described utilizing space, time, themes, and emotions. The preliminary findings point to the high likelihood that Snapchat will be used.

Ibrahim Arpaci (2020) in his research "The Influence of Social Interactions and Subjective Norms on Social Media Postings" explored how social connections and artificial norms affected people's social media postings. Results showed that attitudes towards self-posting behaviors were highly influenced by social interactions, such as likes, shares, comments, and follows. Additionally, behavioral intentions were highly correlated with attitude and subjective standards, which together explained a sizable portion of the variation in actual behavior. The research made a literary contribution by highlighting how important social interactions are in influencing one's attitude toward self-posting behaviors.

Robert E. Miller (2020) in his research "College students and inappropriate social media posting: Is it a question of personality or the influence of friends?" discusses inappropriate social media Posting content that could be seen unfavorably by an employer of interest. The article also looks at how posting habits of close friends impact students in ways that go beyond personality qualities. An online survey capturing the personality traits and online posting habits of 180 undergraduate business students was performed. The findings show that scrupulosity was inversely correlated with inappropriate Facebook posting. The findings also show a strong correlation between students' behavior on Facebook and Twitter and inappropriate posts made by close friends.

Satoru Tamaki (2021) in his study " Likes on Image Posts in Social Networking Services: Impact of Travel Episode" emphasizes the need for reader feedback to guarantee effect and shows that image uploads that receive a lot of likes include typical travel narratives. The findings showed that image posts that received a lot of likes had episodic words in the text and episodic representations of the posters' experiences and emotions in the photographs. The findings and theory of autobiographical memory explained why episodes encourage likes, guarantee the impact of image posts, and highlight the importance of episodic image posting and likes on destination management.

Kseniya Stsiampkouskaya, Adam Joinson, Lukasz Piwek, and Carl-Philip Ahlbom (2021) in their study "Emotional Responses to Likes and Comments Regulate Posting Frequency and Content Change Behavior on Social Media: An Experimental Study and Mediation Model" provide a model of emotional mediation of social media engagement's impacts on posting frequency and content change. Following a photo-sharing scenario, the participants were exposed to three conditions: their typical pattern of interaction, more engagement than expected, and less engagement than expected. Participants in each condition recorded their feelings, calculated how long it would be before their next post, and selected a photo for it. The study's findings showed that the benefits of greater involvement than anticipated on posting frequency are mediated by high-arousal happy feelings. Negative emotions that are both high- and low-arousal modulate the impact of lower engagement than anticipated on content modification. The ramifications for enhancing the user experience and developing successful social media initiatives are highlighted.

Sebastien Fernandez, Marie Stocklin, Lohyd Terrier, and Sowon Kim (2021) in their study, "Using available signals on LinkedIn for personality assessment" show the most popular social media platform for recruiters and job seekers is thought to be LinkedIn. Although LinkedIn accounts are often viewed to assess applicants, very little is known about the information that is shared. The purpose of this study is to ascertain if the personality traits shown by a person's LinkedIn profile are true. We predict that people will present themselves in ways that reflect their personalities, drawing on signaling theory. 607 LinkedIn profiles were analyzed on 33 signs to test this claim. It has been shown through regression studies and classification statistics that personality traits are accurately signaled in LinkedIn profiles. The potential and restrictions of using LinkedIn as a resource for precise personality data are highlighted.

Juan-Ignacio Martínez-de-Morentin, Arkaitz Lareki, and Jon Altuna (2021) in their study "Risks Associated with Posting Content on Social Media" examine the risky behaviors that young people and adolescents engage in regarding the content they publish and share on social networking sites and instant messaging apps. The study examines a wide range of actions performed by 856 kids and teenagers between the ages of 9 and 17 on mobile devices. The findings show statistical variations between sexes and ages, with girls participating in riskier behaviors that do not clearly reflect a wish to hurt others. The most popular app for improper behavior associated with online material uploading is Snapchat. Therefore, it is necessary to enhance educational initiatives.

Devadas Menon (2022) in his study "Factors influencing Instagram Reels usage behaviors: An examination of motives, contextual age, and narcissism" focuses on Instagram reels using the research and found seven reasons why people use Reels: socially rewarding self-promotion, amusement, escape, surveillance, novelty, documentation, and trendiness. The study discovered significant differences in Instagram Reels use reasons by gender and age. The study also discovered that socially rewarding activities, promotion of oneself, and entertainment predicted video production and involvement and that for these motives, escapist users displayed higher consumption and participation behaviors, and entertainment seekers produced more videos and actively participated in Reels. Involvement with Reels was higher among self-absorbed individuals.

Shiv Ratan Agrawal, and Divya Mittal (2023) in their research "Leisure time posts on WhatsApp status drive to travel and tourism consumption" the study's The current study intend to investigate if leisure-time posts posted on WhatsApp statuses influence user consumption of travel and tourism. According to the survey, the eight elements that are most important to engagement are: expressing happiness, scheduling leisure time, views and comments, attractiveness, learning about locations, liking to post, pleasant method of expression, and relaxing. These elements come from the hidden factors of self-expression, motivation, and attitude. Overall, internal elements (attitude and motivation) have the most influence, followed by external factors (self-expression). The results also showed that these considerably and favorably affect travel and tourist spending.

CHAPTER III
SOCIAL MEDIA POSTING BEHAVIOUR - AN OVERVIEW

3.1 INTRODUCTION

An introduction to the core ideas, theories, and concepts that support a certain field of study is referred to as a theoretical overview. It offers a conceptual or abstract framework for interpreting a certain topic and is frequently founded on well-established theories and real-life studies. It includes looking at the fundamental concepts and theories that underpin a discipline's study and practice, identifying essential assumptions and arguments, and analyzing how these assumptions and arguments affect our ability to understand and explain events. A theoretical overview serves as a framework for understanding and assessing empirical results as well as a manual for formulating new research questions and hypotheses.

3.2 INTRODUCTION OF SOCIAL MEDIA

The phrase "social media" refers to a group of online communication technologies that users can use to create, share, and exchange material with others. The popularity of social media has drastically changed how individuals communicate and receive information. People nowadays utilize social media platforms daily to interact with friends and family, network with co-workers, and learn about new concepts and viewpoints. New modes of communication have also emerged as a result of social media, including texting, live streaming, micro-blogging, and posting videos and pictures, which have altered how individuals interact with one another. Multiple aspects of society, including politics, economics, and culture, have also been significantly impacted. Since it enables individuals to connect and organize around common causes and concerns, social media has aided political movements and social action. Additionally, it has changed how companies communicate with their clients, allowing them to connect with their target market and increase brand recognition. Social media has also changed the entertainment sector, giving artists and content producers new ways to connect with audiences worldwide. Overall, social media has had a significant influence on how individuals connect and their environment, influencing new modes of social interaction, communication, and cultural expression.

3..3 SOCIAL MEDIA POSTING BEHAVIOR OF USERS

Social media users post in a wide range of ways, including revealing personal information, expressing opinions, sharing material, communicating with others, and seeking affirmation. Users can upload images and updates about their everyday lives, make comments on current events and trends, share articles and videos, join online groups, and seek attention and support from others. Social media users can submit images and videos in a variety of formats, including:

- Personal Photos: Users can share personal photos of themselves, their friends, and family members. This can include photos taken with a smartphone camera or more professional photos taken by a photographer.
- Candid Shots: Users may also post candid shots of themselves or others, capturing a moment or a mood.
- Selfies: Selfies have become a popular form of posting photos on social media, with users taking pictures of themselves and sharing them on their profiles.
- Video Content: Social media platforms also allow users to post video content, such as vlogs, music videos, and short films. Platforms like TikTok have become particularly popular for sharing short, entertaining video content.
- Live Streaming: Some social media platforms also allow users to broadcast live video.

However, users' posting behaviors might expose them to privacy issues, disputes, and harassment, as well as disinformation and other social media difficulties. As a result, users must be aware of the hazards and use social media responsibly and safely.

3.4 CHARACTERISTICS

Individuals, platforms, and the environment all influence the characteristics of social media users' posting behavior. However, the following are a few common characteristics of social media users' posting behavior:

Posting frequency

Some users may post frequently, while others may post less frequently. The frequency with which posts are made might vary depending on the user's goals and the type of material being shared.

Personalization

Many social media users customize their postings to represent their interests, values, and personalities. This might include tailoring the content, tone, and style of their postings to their preferences and the interests of their audience.

Social validation

Users on social media may seek social validation for their postings through likes, comments, and shares. This might offer others a sense of acceptance and acknowledgment.

Emotional expression

Social media users may express their feelings through their postings, such as happiness, sadness, rage, or frustration. This can allow for self-expression and emotional release.

Social comparison

On social media, people may compare themselves to others based on their posts, likes, and follows. Envy, worry, and low self-esteem might result from this.

Self-promotion

Social media users may use their postings to promote themselves or their companies, for example, by discussing their achievements, abilities, or products. This might help them obtain attention and recognition in their field or community.

Overall, the posting behavior of social media users can reflect a variety of reasons, emotions, and social dynamics, highlighting the complexities of social media as a communication and socialization tool.

3.5 SOCIAL MEDIA APPS

Social media apps are software programs that allow users to communicate, share, and connect with one another. These applications are primarily built for use on mobile devices such as smartphones or tablets, and they enable users to communicate with people from anywhere in the globe. There are several varieties of social networking applications, each with its own set of features and functionalities. Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, and WhatsApp are some of the most popular social networking applications. Social networking applications have transformed the way we communicate, exchange information, and interact with one another. They provide a variety of advantages, including the potential to reach a broad audience, create relationships, and keep current on trends and news. However, it is critical to use social media applications appropriately, since they might have negative consequences.

3.5.1 FACEBOOK

Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes launched the social networking website Facebook in 2004. Initially designed for Harvard students, the network swiftly spread to other colleges before becoming open to anybody over the age of 13 with a valid email account. With approximately 2.8 billion monthly active users as of 2021, the platform has evolved into a vital tool for communication and networking. It provides certain data and tools to assist users in tracking their posting activity and engagement. Post insights, activity logs, and memories are examples of these. In terms of posting techniques, Facebook provides users with various alternatives for creating and sharing material on the network, including text posts, photo and video posts, live videos, and Stories. Overall, Facebook offers a variety of publishing choices and tools to assist users in creating and sharing material on the network.

Around 69% of Facebook users reported sharing material at least once a week, with 37% posting once a day or more. Another poll showed that companies using Facebook posted an average of 5.5 times each week. Every day, over 1 billion Stories are shared across Facebook applications. Facebook is used by 36.7% of the world's population on a monthly basis.Facebook.com is the world's third most visited website. Daily active accounts for 67% of monthly users. Facebook users spend an average of 19.7 hours each month on the site. Every day, the typical Facebook Page is published 1.68 times. More than half of the posts (52.5%) contain links. After that comes: 28.8% of posts were photos. 17.1% of postings were video. 1.8% of status updates

3.5.2 INSTAGRAM

Instagram is a social networking platform founded by Kevin Systrom and Mike Krieger in 2010. It began as an app for sharing images with a small group of friends, but it soon grew in popularity and was purchased by Facebook in 2012. Users may establish a profile, follow other users, and post photographs and videos with their followers on Instagram. Many users share carefully chosen material and visually beautiful photographs on the network, which has earned it a reputation for its visual concentration. Instagram has become a significant platform for companies and influencers to sell themselves and their products or services, in addition to personal use. It has an incredible 1.386 billion users. With 4.25 billion accumulative monthly views, Instagram is one of the top ten most-visited websites in the world. Instagram has almost 2 billion, monthly active users. Instagram's audience is made up of 52.2% men. And 47.8% of the population is female. It is preferred by global internet users aged 16 to 24 over all other social sites. India has the most Instagram users worldwide. Instagram users spend an average of 11.7 hours each month on the platform. Instagram Stories has a potential ad audience of 996 million people. The most active companies post an average of 17 Stories every month. Reels have a potential ad audience of 758.5 million people. Reels are reshared 1 billion times every day via DMs. People spend 30% of their time on Instagram watching reels 15 of the top 20 most popular.

3.5.3 SNAPCHAT

Snapchat is a po social media software that allows users to share photographs and videos with friends for a short period before they disappear? The app was released in 2011 and has since grown in popularity, particularly among younger generations. Users may also add filters, lenses, and augmented reality effects to their snaps using Snapchat. Snapchat streaks, also known as "Snap streaks," are a popular feature of the Snapchat app in which users may keep a streak going by exchanging snaps (pictures or videos) back and forth with another user for a certain number of days. When a user sends a snap to a friend, the friend must respond within 24 hours, or the streak will be broken. The greater the number displayed next, the longer the streak lasts. The greater the number displayed next to the friend's name, the longer the streak lasts. Snap streaks have grown in popularity as a method for users to stay in touch with their friends and compete to see who can maintain the longest streak. The function has also been criticized for encouraging users to spend excessive amounts of time on the app. Every minute, over 2.4 million Snaps are shared. 42.3% of Snapchat users say they use the app to upload or share photographs or videos, and the average Snapchat user uses it more than 30 times each day. Snapchat users send more than 4 billion messages every day. Snapchat is used by Android users for 3.1 hours each month. One-quarter of kids who use Snapchat say they use it "almost constantly.

The Snap Map is used by around 300 million Snapchat users monthly. (a personalized map that places business listings and nearby Stories). Snapchat is the world's fifth most popular mobile messaging app. Snapchat users spend 30 minutes every day on the app. Snapchat's audience is young: 20.3% of Snapchat users are under the age of 18, while 38.9% are between the ages of 18 and 24. Only 22.8% of those aged 25 to 34 (Millennials) use Snapchat. There are senior Snapchat users, but they are few and far between only 3.7% of Snapchat's readership is over 50. Snapchat's audience is somewhat more female than male: 51.1% of Snapchat's audience is female, compared to 47.8% of male users 42.3% of Snapchat users report using the app.

3.5.4 YOUTUBE

YouTube is a video-sharing network where users can upload, watch, and share videos on a variety of themes such as entertainment, education, and news. The website was launched in 2005 and has since grown to become one of the world's most popular, with over 2 billion monthly active users. YouTube offers creators a range of tools, including the opportunity to monetize their videos through ads, sponsorships, and item sales. Commenting, live streaming, and community postings allow creators to communicate with their audience. Users may use keywords to search for videos on YouTube, browse channels they subscribe to, and find new material through recommendations and trending themes. YouTube Premium is a premium membership service that allows users to watch videos in HD. YouTube has around 122 million daily active users. Every day, 1 billion hours of content are seen throughout the world. In the United States, 62% of YouTube users utilize the platform daily. More than 500 hours of fresh content are posted to YouTube every minute. Every day, a user spends 19 minutes on YouTube. India is expected to have the most YouTube users in 2023, with 467 million. Males account for 54.4% of YouTube users. Females account for 45.6% of YouTube users. Most YouTube users are between the ages of 15 and 35. Mobile devices account for more than 70% of YouTube watch time.

3.5.5 WHATSAPP

WhatsApp is a popular messaging program that lets users exchange text messages, and voice messages, make audio and video conversations, share photographs and videos, and do a variety of other things. The software was developed in 2009 and was later purchased by Facebook Inc. One of WhatsApp's key benefits is that it employs end-to-end encryption, which ensures that messages and calls are only visible to the sender and the receiver. This ensures that users' privacy and security are protected. Furthermore, WhatsApp allows users to form groups of up to 256 people, which may be handy for organizing with friends, family, or co-workers. Having more than 2 billion monthly active users.

WhatsApp has 2 billion active users globally. Every month, WhatsApp users globally spend an average of 18.6 hours on the service. Using Android, the average WhatsApp user spends 38 minutes each day using the app. India has the most monthly active WhatsApp users. (390.1 million). WhatsApp's global user base is made up of 46.1% female users. Males make up the remaining 53.9%

3.6 RISKS INVOLVED IN POSTING

Posting on social media can have several dangers and bad outcomes. Among these dangers are: Risks to your privacy: Posting personal information such as your location, phone number, or email address exposes you to identity theft, stalking, or harassment.

Cyberbullying: Individuals may hide behind anonymous profiles on social media and write harsh or abusive comments, making it a fertile ground for cyberbullying.

Reputational harm: Posting improper or offensive information can harm your personal or professional reputation, leading to severe repercussions such as losing your job or destroying your relationships. Social media can expose users to potentially hazardous or upsetting content, such as violence or violent imagery

Addiction and mental health: Addiction to social media has been related to detrimental mental health consequences such as increased anxiety, depression, and loneliness. It can also become addicting, resulting in excessive screen time and productivity loss.

To reduce these dangers, be cautious of what you share online and take precautions to safeguard your privacy and security. Setting secure passwords, updating privacy settings, and being cautious about exposing personal information online are all part of this. It is also critical to be courteous and thoughtful when engaging with others online and to seek help if you have been the victim of cyberbullying or other terrible situations.

CHAPTER IV

3. DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

The process of reviewing and assessing data to get relevant insights and conclusions from it is known as data analysis and interpretation. It employs several approaches, such as statistical analysis, data visualization, and exploratory data analysis. The purpose of data analysis and interpretation is to convert raw data into information that can be utilized to make accurate judgments or forecasts. Using statistical methods, the outcomes of data analysis and interpretation should be presented clearly and clearly.

Statistician John Tukey defined data analysis as "procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analyzing data."

The following tools were used:

1. Percentage Analysis
2. Weighted Average Score Method
3. Chi-Square Analysis

PERCENTAGE ANALYSIS

Percentage analysis is a way of analyzing and interpreting data in which results are expressed as a percentage of the total. It is an effective tool for comparing and assessing data, particularly when working with big data sets or attempting to find trends or patterns. Percentage analysis may be used to compare data across time, analyze market share, and identify patterns, among other things.

Exhibit No. 4.1.1
Exhibit showing the age of respondents

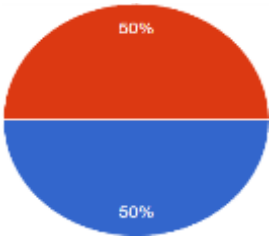
AGE	FREQUENCY	PERCENTAGE
Below 18 years	12	12%
19 – 25 years	60	60%
25 – 35 years	10	10%
35 – 45 years	9	9%
Above 45 years	9	9%
TOTAL	100	100

INTERPRETATION:

According to the pie chart above, 12% of respondents are between the ages of 18 and 25. 60% of the population is between the ages of 26 and 35. 10% of responders are between the ages of 25 and 35. 9% of the population is between the ages of 36 and 45. Furthermore, 9% of the population is above the age of 45.

Exhibit No. 4.1.2
Exhibit showing the gender of respondents

GENDER	FREQUENCY	PERCENTAGE
Male	50	50%
Female	50	50%
TOTAL	100	100

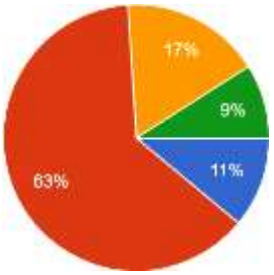


INTERPRETATION:

According to the pie chart above, 50% of respondents are male. And 50% of respondents are female.

Exhibit No. 4.1.3
Exhibit showing the educational qualification of respondents

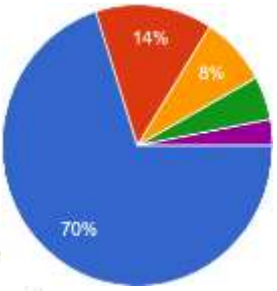
EDUCATION	FREQUENCY	PERCENTAGE
School level	11	11%
Under Graduate degree	63	63%
Post Graduate degree	17	17%
Professional Degree	9	9%
TOTAL	100	100



NTERPRETATION:
According to the pie chart above, 11% of respondents are school-level students. 63% of the population are undergraduates. 17% of responders are Post Graduates. Furthermore, 9% of the population are professional degree holders.

Exhibit No. 4.1.4
Exhibit showing the current occupations of respondents

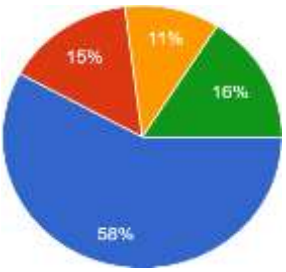
OCCUPATION	FREQUENCY	PERCENTAGE
Student	70	70%
Full/Part-time employee	14	14%
Self Employed	8	8%
Homemaker	5	5%
Retired	3	3%
TOTAL	100	100



NTERPRETATION:
The pie chart above indicates that 70% of respondents are students. Those who work full or part-time make up 14%. 8% of respondents work for themselves. 5 percent of people work from home. 3% of the population is also retired.

Exhibit No. 4.1.5
Exhibit showing the annual income of respondents

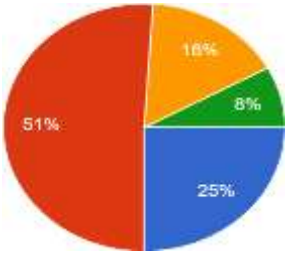
ANNUAL INCOME	FREQUENCY	PERCENTAGE
Below ₹2,00,000	58	58%
₹2,00,001 - ₹5,00,000	15	15%
₹5,00,001 - ₹10,00,000	11	11%
Above ₹10,00,000	16	16%
TOTAL	100	100



NTERPRETATION:
According to the pie chart above, 58% of respondent's annual income is below 2,00,000. 15% of the population's annual income is between 2 Lakhs - 5 Lakhs. 11% of responder's annual income is between 5 Lakhs - 10 Lakhs. Furthermore, 16% of the population's annual income is above 10 Lakhs.

Exhibit No. 4.1.6Exhibit showing the usage of social media apps of respondents

USAGE YEARS	FREQUENCY	PERCENTAGE
Less than 3 years	25	25%
3 – 7 years	51	51%
8 – 12 years	16	16%
More than 12 years	8	8%
TOTAL	100	100

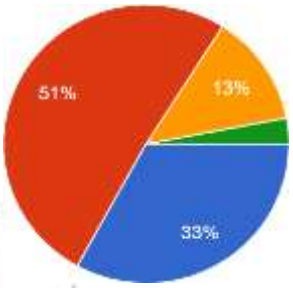


NTERPRETATION:

The pie graph above shows that 12% of respondents are between the ages of 18 and 25. People between the ages of 26 and 35 make up 60%. 10% of respondents are in the 25–35 age range. Between the ages of 36 and 45 is 9%. Additionally, 9% of the population is over 45.

Exhibit No. 4.1.7
Exhibit showing the time usage of social media apps of respondents

TIME USAGE	FREQUENCY	PERCENTAGE
Less than 2 hours	33	33%
2 – 5 hours	51	51%
5 – 7 hours	13	13%
More than 7 hours	3	3%
TOTAL	100	100

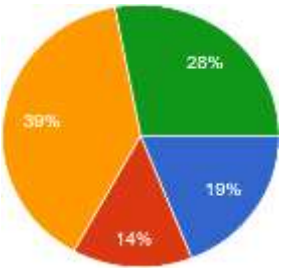


INTERPRETATION:

The pie chart above shows that 33% of respondents use social networking apps for fewer than two hours every day. 51 percent of people use it daily for 2 to 5 hours. 13% of daily use for 5- 7 hours. In addition, 3% of respondents spend more than 7 hours every day.

Exhibit No. 4.1.8
Exhibit showing the posting behavior on social media apps of respondents

POSTING BEHAVIOUR	FREQUENCY	PERCENTAGE
Daily	19	19%
Weekly	14	14%
Monthly	39	39%
Yearly	28	28%
TOTAL	100	100

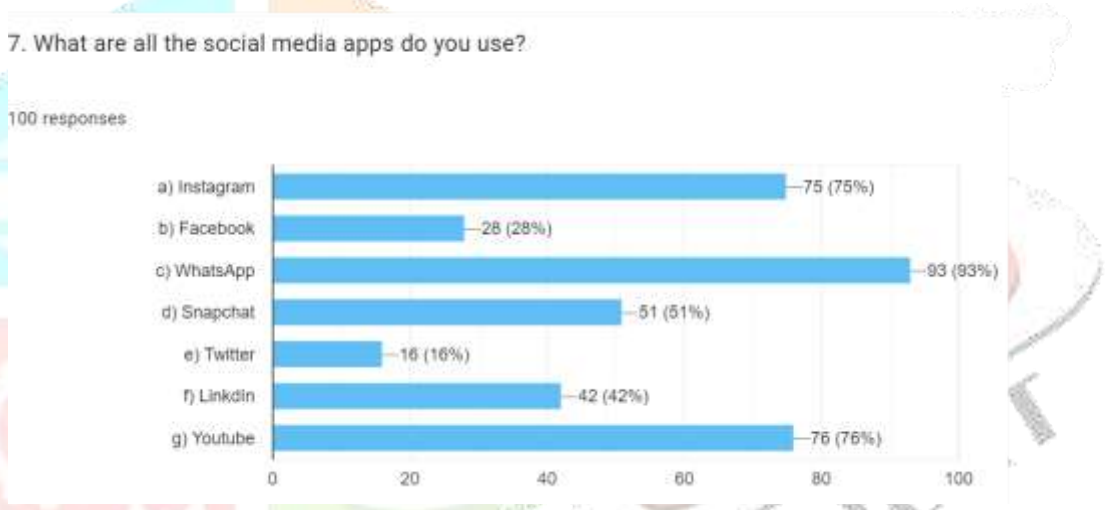


NTERPRETATION:

According to the pie chart above, 19% of respondents post images and videos on social media daily. 14% of the respondents post weekly. 39% of responders post monthly. Furthermore, 28% of the population post yearly.

Exhibit No. 4.1.9
Exhibit showing the social media apps used by the respondents

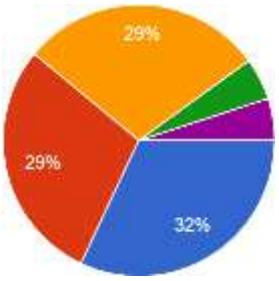
SOCIAL MEDIA APPS	FREQUENCY	PERCENTAGE
Instagram	75	75%
Facebook	28	28%
WhatsApp	93	93%
Snapchat	51	51%
Twitter	16	16%
LinkedIn	42	42%
YouTube	76	76%
TOTAL	100	100



INTERPRETATION:
According to the pie chart above, 75% of respondents use Instagram app. 28% of the population use Facebook app. 93% of the population use WhatsApp app. 51% of the population use Snapchat app. 16% of the respondents use Twitter app. 42% of the population use LinkedIn app. Furthermore, 76% of the population uses the YouTube app.

Exhibit No. 4.1.10
Exhibit showing the interaction received after posting of the respondents

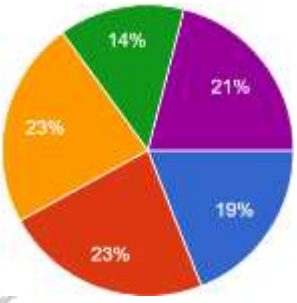
INTERACTIONS	FREQUENCY	PERCENTAGE
Below 50 interactions	32	32%
50 – 100 interactions	29	29%
100 – 300 interactions	29	29%
300 – 500 interactions	5	5%
Above 500 interactions	5	5%
TOTAL	100	100



NTERPRETATION:
The chart above indicates that 32% of respondents receive fewer than 50 interactions after posting on social media. For 29% of them, the number of encounters is between 50 and 100. Between 100 and 300 interactions are received by 29% of them. 5% of contacts are between 300 and 500. Additionally, 9% of them encounter more than 500 people.

Exhibit No. 4.1.11
Exhibit showing the number of followers on the social media apps

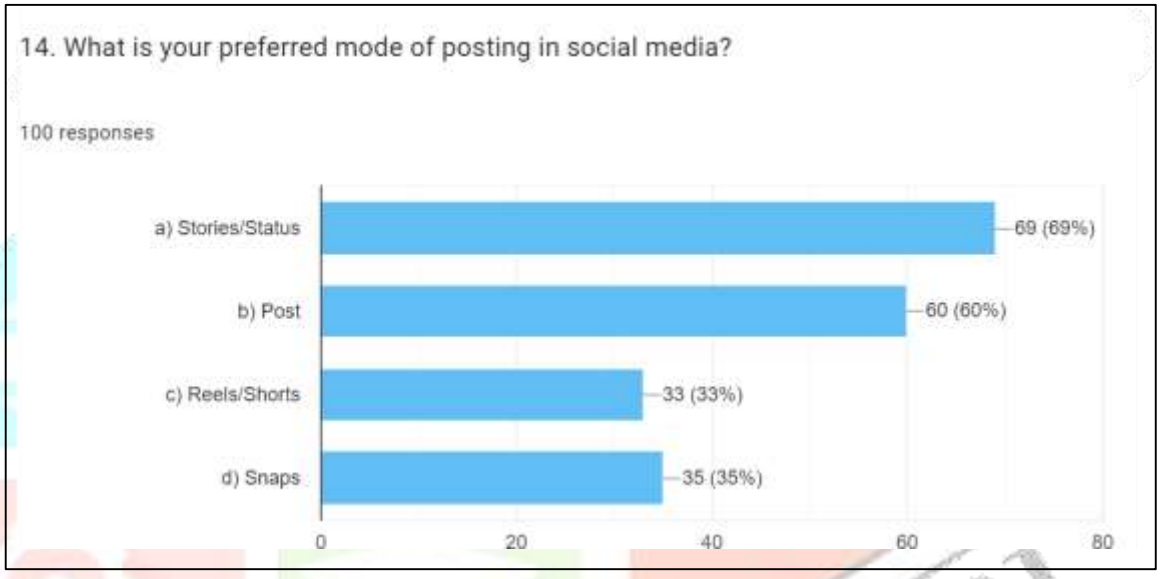
NO. OF FOLLOWERS	FREQUENCY	PERCENTAGE
Below 100 people	19	19%
100 – 200 people	23	23%
201 – 300 people	23	23%
301 – 400 people	14	14%
Above 400 people	21	21%
TOTAL	100	100



NTERPRETATION:
According to the chart above, 19% of respondents have less than 100 social media followers. 23% percent have between 100 and 200 followers. 201–300 followers are held by 23%. 14 percent have between 301 and 400 followers. Additionally, 21% have more than 400 followers.

Exhibit No. 4.1.12
Exhibit showing the preferred mode of posting of the respondents

KEY ADVANTAGE	FREQUENCY	PERCENTAGE
Stories/Status	69	69%
Post	60	60%
Reels/Shorts	33	33%
Snaps	35	35%
TOTAL	100	100

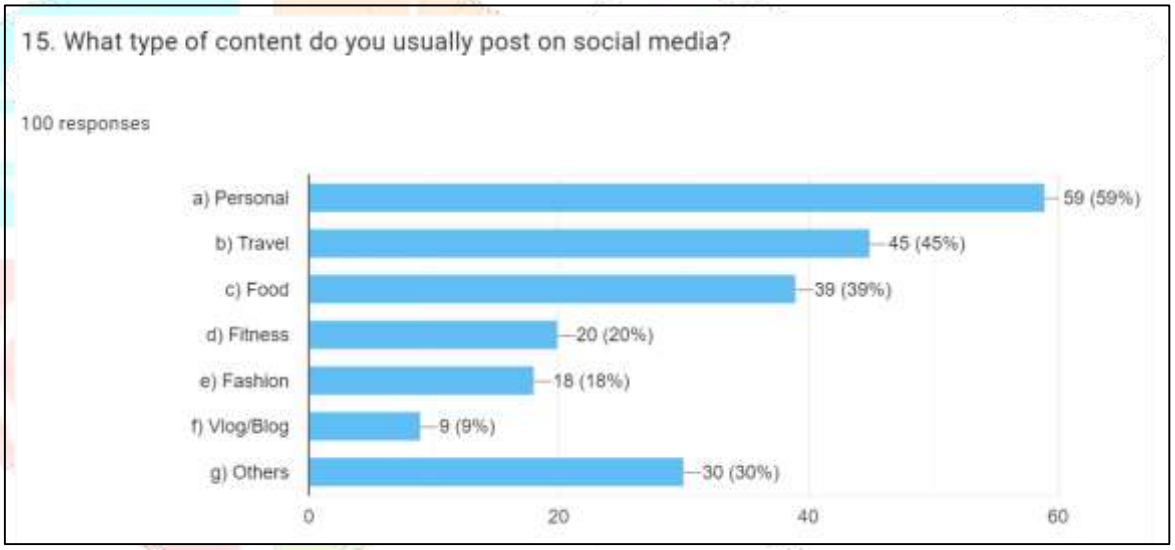


INTERPRETATION

According to the chart above, 69% of respondents prefer stories/story mode of posting on social media. 74% of the population prefer the Post mode of posting on social media. 33% of responders prefer the reels/shorts mode of posting on social media. Furthermore, 35% of the population prefers snaps mode of posting on social media.

Exhibit No. 4.1.13
Exhibit showing the user posting content preference of the respondents

CONTENT PREFERENCE	FREQUENCY	PERCENTAGE
Personal	59	59%
Travel	45	45%
Food	39	39%
Fitness	20	20%
Fashion	18	18%
Vlog/Blog	9	9%
Others	30	30%
TOTAL	100	100

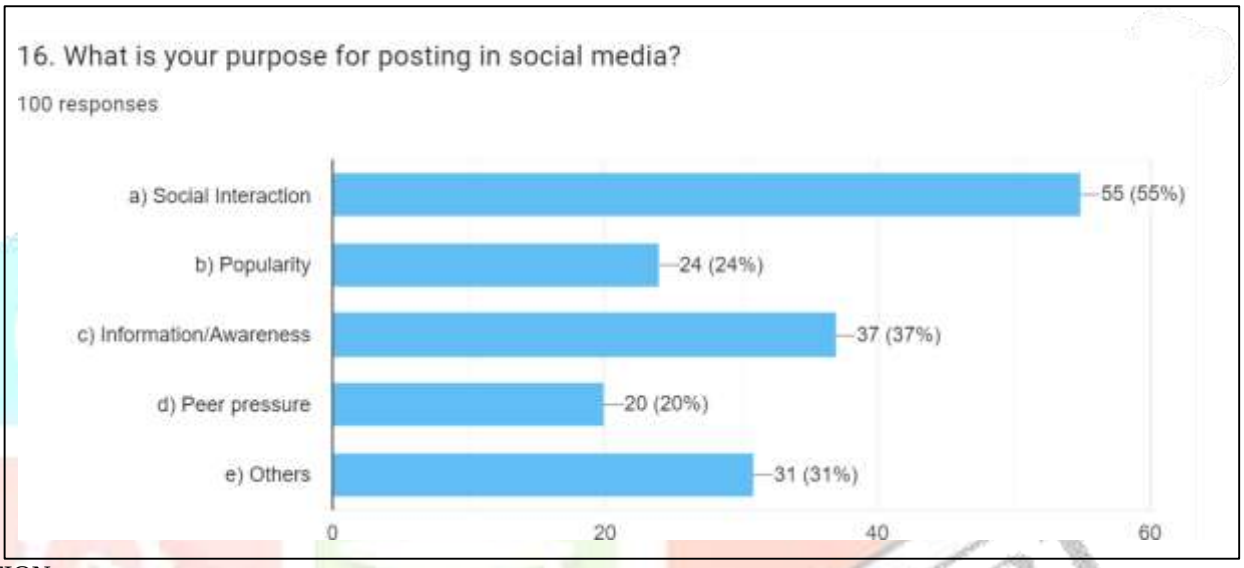


INTERPRETATION:

According to the chart above, 59% of the respondents prefer personal content to be posted. 45% of the population prefer travel content 39% of the responders prefer food contents.20% of the responders prefer fitness content. 18% responders of the population prefer fashion. 9% prefer Vlog/blog. Furthermore, 30% of the population prefers other content to post on social media.

Exhibit No. 4.1.14
Exhibit showing the purpose of posting the respondents

PURPOSE FOR POSTING	FREQUENCY	PERCENTAGE
Social Interaction	55	55%
Popularity	24	24%
Information/Awareness	37	37%
Peer pressure	20	20%
Others	13	13%
TOTAL	100	100

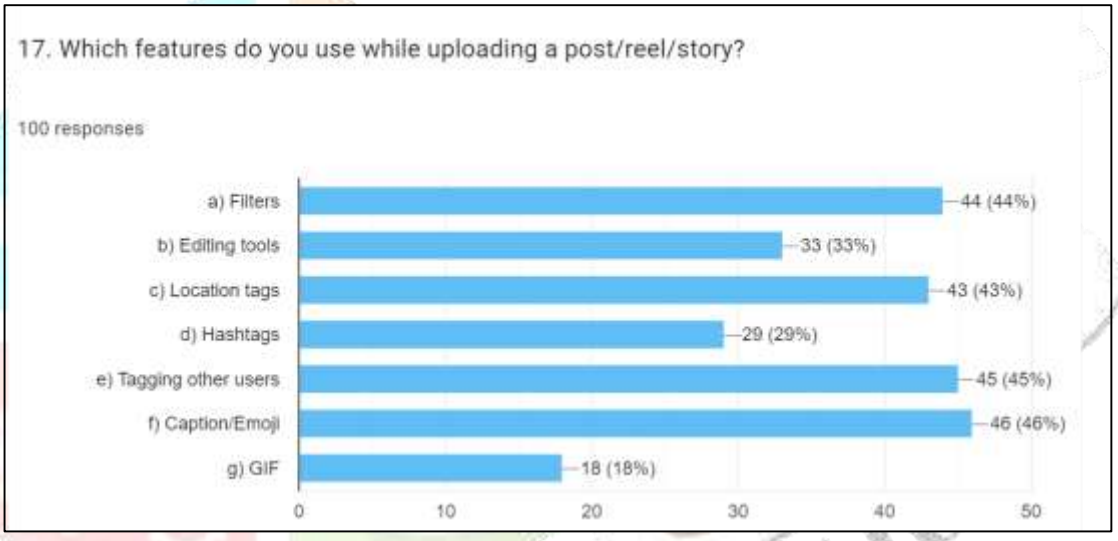


NTERPRETATION:

According to the pie chart above, 55% of respondents use social interaction for the purpose of posting on social media. 24% of the population feels popularity is the purpose. 37% of responders feel information/awareness as the purpose. 20% of the population feels peer pressure as the purpose. Furthermore, 31% of the population feel another purpose might be the purpose for posting on social media.

Exhibit No. 4.1.15
Exhibit showing the features used while uploading a post/story/reel

FEATURES	FREQUENCY	PERCENTAGE
Filters	44	44%
Editing tools	33	33%
Location tags	43	43%
Hashtags	29	29%
Tagging other users	45	45%
Caption/Emoji	46	46%
GIF	18	18%
TOTAL	100	100



NTERPRETATION:

According to the pie chart above, 44% of respondents use the filter feature before posting an image. 33% of the population use editing tools before posting an image. 43% of responders use editing tools before posting an image. 29% of the population uses hashtags. 45% of the responders tag other users while posting. 46% of responders use captions/emoji. Furthermore, 18% of the population uses the GIF feature while posting the image.

Exhibit No. 4.1.16
Exhibit showing the equipment used to take pictures for posting

EQUIPMENT	FREQUENCY	PERCENTAGE
Android Phone	65	65%
iPhone	25	25%
Professional Camera	9	9%
360 Degree Camera	1	1%
TOTAL	100	100

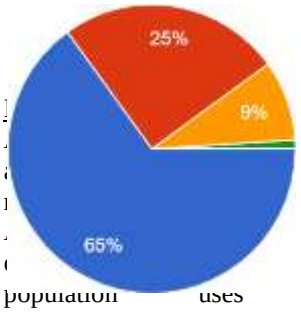
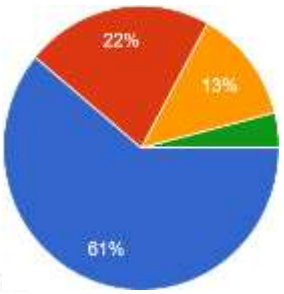


chart
posting
of the
iPhones
media.
population uses
for posting on social
9% of responders use
Professional cameras. 1% of the responder uses the 360-degree camera.

Exhibit No. 4.1.17
Exhibit showing the amount spent on digital equipment used for posting

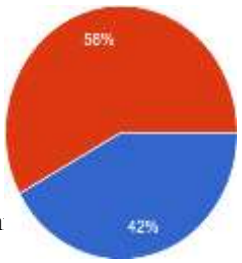
AMOUNT SPENT	FREQUENCY	PERCENTAGE
Below ₹30,000	61	61%
₹31,000 - ₹70,000	22	22%
₹71,000 - ₹1,20,000	13	13%
Above ₹1,20,000	4	4%
TOTAL	100	100



NTERPRETATION:
According to the pie chart above, 61% of respondents spent below 30,000 on digital equipment for posting on social media apps. 22% spent between ₹31,000 -₹70,000. 13% spent between ₹71,000 - ₹1,20,000. 4%spent above ₹1,20,000.

Exhibit No. 4.1.18
Exhibit showing negative comments received after posting

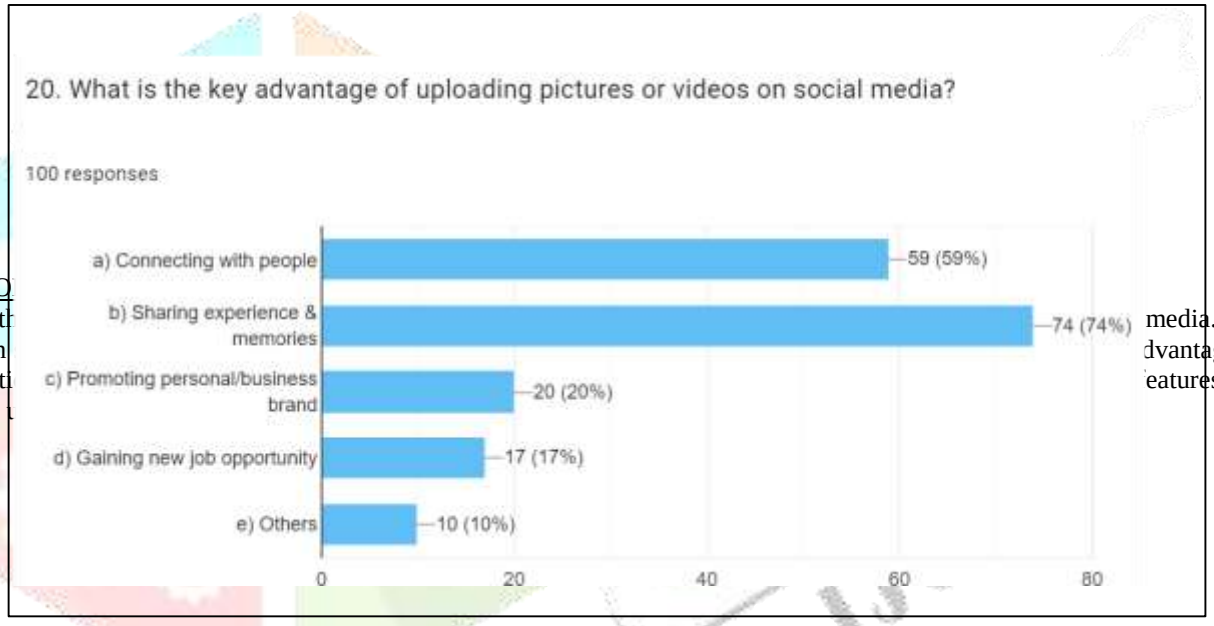
NEGATIVE FEEDBACKS	FREQUENCY	PERCENTAGE
Yes	42	42%
No	58	58%
TOTAL	100	100



NTERPRETATION:
According to the pie chart above, 42% of respondents have received negative comments or feedback on their social media a
58% of the responders have not received negative comments or feedback on their social media after posting.

Exhibit No. 4.1.19
Exhibit showing the key advantage of posting behavior of respondents

KEY ADVANTAGE	FREQUENCY	PERCENTAGE
Connecting with people	59	12%
Sharing experience & memories	74	60%
Promoting personal/business brand	20	10%
Gaining new job opportunity	17	9%
Others	10	10%
TOTAL	100	100

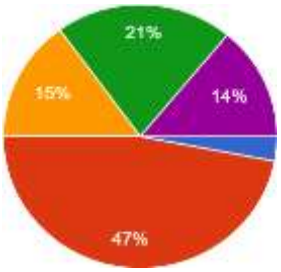


NTERPRETATIO

According to t media. 74% of the population dvantage. 17% of the populati eatures as key advantages of

Exhibit No. 4.1.20
Exhibit showing the methods of handling negative comments after posting

METHODS OF HANDLING	FREQUENCY	PERCENTAGE
Delete the post	3	3%
Ignore the Comment	47	47%
Block the user	15	15%
Comment politely	21	21%
Others	14	14%
TOTAL	100	100

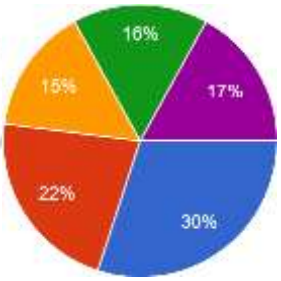


NTERPRETATION:

According to the pie chart above, 4% of the responders deleted the post after receiving a negative comment. 47% ignore the negative comment. 15% of responders block the user. 21% respond to the negative comment politely.14 choose other methods to handle.

Exhibit No. 4.1.21
Exhibit showing the posting behavior impacts on mental health.

AGE	FREQUENCY	PERCENTAGE
Increased anxiety & stress	30	30%
Low self-esteem & confidence	22	2%
Cyberbullying & Harassment	15	15%
Sleep deprivation	16	16%
Others	17	17%
TOTAL	100	100



INTERPRETATION:

According to the pie chart above, 30% of respondents feel increased anxiety & stress after posting images & videos on social media. 22% of the population feel low self-esteem & confidence. 15% of responders feel cyberbullying & harassment. 16% of the population feel Sleep deprivation. Furthermore, 17% of the population prefer other negative impacts while posting images & videos.

WEIGHTED AVERAGE SCORE METHOD

Weighted average score method analysis is a statistical methodology for analyzing data that assigns varying weights to various variables depending on their relative relevance. The weighted average scoring method's primary goal is to discover and analyze the influence of various variables on a certain result. It is also appropriate for both qualitative and quantitative research tasks. By giving weights to multiple variables, the weighted average scoring method analysis is a strong statistical technique that may aid in understanding and analyzing complicated data sets. This method enables analysts to discover significant elements influencing the outcome and make better-educated judgments based on the findings.

Table no. 4.2.1
Table showing the factors influencing the decision to upload images & videos in social media apps.
SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly disagree

INFLUENCING FACTORS	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total Score	WAS	Rank
User friendly	47	34	14	1	4	419	4.19	1
Quality of the feed content	30	43	20	4	3	393	3.93	2
Customization	25	37	30	4	4	375	3.75	3
To increase popularity	18	30	31	17	4	341	3.41	5
Branding	19	25	37	9	10	334	3.34	6
Celebrity & Influencers	18	28	26	16	11	323	3.23	7
Privacy & Security	24	33	28	9	6	360	3.6	4

NTERPRETATION:

The above exhibit demonstrates that having a user-friendly social media app influences people's decision to upload photographs and videos and stimulates them to update reels/stories/statuses in social media applications on a regular basis.

Table no.4.2.2
Table showing the various types of social media apps used to post frequently by the responders.
VF – Very frequently, F – Frequently, N – Neutral, O – Occasionally, R – Rarely

Social Media Apps	VF (5)	F (4)	N (3)	O (2)	R (1)	Total Score	WAS	Rank
Instagram	29	21	10	12	28	311	3.11	1
Facebook	9	6	21	24	40	220	2.2	6
WhatsApp	17	8	21	21	33	255	2.55	4
Snapchat	17	25	19	14	25	295	2.95	3
Twitter	10	10	11	17	52	209	2.09	7
LinkedIn	10	13	29	15	33	252	2.52	5
YouTube	25	17	22	10	26	305	3.05	2

NTERPRETATION:

The above exhibit shows that individuals prefer and use the Instagram app to share photographs and videos in the form of posts, reels, and stories, rather than other social networking platforms.

CHI – SQUARE ANALYSIS

A statistical test called chi-square is used to examine whether there is a meaningful correlation between two category variables. In a table where the rows represent one variable and the columns represent another, it is frequently used to evaluate the independence of two variables. The chi-square test uses the independence assumption to compare the observed and anticipated data.

1. Relationship between the income of the responders and the amount spent on equipment used for taking pictures and videos.

Table No. 4.3.1

Table showing the relationship between income of the responders and the amount spent on equipment used for taking pictures and videos.

@6AnnualIncome * @19Howmuchdoyouusuallyspendonthedigitalequipmentyoum Crosstabulation

			@19Howmuchdoyouusuallyspendonthedigitalequipmentyoum				
			1.0	2.0	3.0	4.0	Total
@6AnnualIncome	1.0	Count	42	11	4	1	58
		Expected Count	34.7	12.5	8.0	2.8	58.0
	2.0	Count	7	4	3	1	15
		Expected Count	9.0	3.2	2.1	.7	15.0
	3.0	Count	5	2	4	2	13
		Expected Count	7.8	2.8	1.8	.6	13.0
	4.0	Count	7	5	3	1	16
		Expected Count	9.6	3.5	2.2	.8	16.0
Total		Count	61	22	14	5	102
		Expected Count	61.0	22.0	14.0	5.0	102.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.654[a]	9	.101
Likelihood Ratio	13.701	9	.133
Linear-by-Linear Association	8.516	1	.004
N of Valid Cases	102		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .64.

HYPOTHESIS

1. Null Hypothesis (H0): There is a significant relationship between the income of the responders and the amount spent on equipment used for taking pictures and videos.
2. Alternate Hypothesis (H1): There is no significant relationship between the income of the responders and the amount spent on equipment used for taking pictures and videos.

NTERPRETATION:

The above table reveals that the P-value (0.101) is higher than 0.05. Hence null hypothesis is accepted and the alternative hypothesis is rejected. There is no significant relationship between the income of the responders and the amount spent on equipment used for taking pictures and videos.

2. Relationship between the income of the responders and the equipment used for taking pictures and videos.

Table No. 4.3.2

Table showing the relationship between income of the responders and the equipment used for taking pictures and videos.

@6AnnualIncome * @18Whatkindofequipmentdoyoutypicallyusetotakeimageso Crosstabulation

			@18Whatkindofequipmentdoyoutypicallyusetotakeimageso				
			1.0	2.0	3.0	4.0	Total
@6AnnualIncome	1.0	Count	41	11	5	1	58
		Expected Count	37.0	15.4	5.1	.6	58.0
	2.0	Count	11	1	3	0	15
		Expected Count	9.6	4.0	1.3	.1	15.0
	3.0	Count	5	7	1	0	13
		Expected Count	8.3	3.4	1.1	.1	13.0
	4.0	Count	8	8	0	0	16
		Expected Count	10.2	4.2	1.4	.2	16.0
Total		Count	65	27	9	1	102
		Expected Count	65.0	27.0	9.0	1.0	102.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.233[a]	9	.045
Likelihood Ratio	18.220	9	.033
Linear-by-Linear Association	.777	1	.378
N of Valid Cases	102		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .13.

HYPOTHESIS

3. Null Hypothesis (H0): There is no significant relationship between the income of the responders and the equipment used for taking pictures and videos.
4. Alternate Hypothesis (H1): There is no significant relationship between the income of the responders and the equipment used for taking pictures and videos.

NTERPRETATION:

The above table reveals that the P-value (0.045) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the income of the responders and the equipment used for taking pictures and videos.

3. Relationship between Occupation of the respondents and time spent in social media apps.

Table No. 4.3.3
Table showing the relationship between Occupation of the respondents and time spent in social media apps.

@5CurrentOccupation * @9Howlongdoyouusetheseappsinaday Crosstabulation

			@9Howlongdoyouusetheseappsinaday				
			1.0	2.0	3.0	4.0	Total
@5CurrentOccupation	1.0	Count	18	43	7	3	71
		Expected Count	23.7	35.5	9.7	2.1	71.0
	2.0	Count	11	1	3	0	15
		Expected Count	5.0	7.5	2.1	.4	15.0
	3.0	Count	3	3	2	0	8
		Expected Count	2.7	4.0	1.1	.2	8.0
	4.0	Count	2	2	1	0	5
		Expected Count	1.7	2.5	.7	.1	5.0
	5.0	Count	0	2	1	0	3
		Expected Count	1.0	1.5	.4	.1	3.0
Total		Count	34	51	14	3	102
		Expected Count	34.0	51.0	14.0	3.0	102.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.638[a]	12	.042
Likelihood Ratio	24.641	12	.017
Linear-by-Linear Association	.018	1	.895
N of Valid Cases	102		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .09.

HYPOTHESIS

1. Null Hypothesis (H0): There is no significant relationship between the Occupation of the respondents and time spent in social media apps.
2. Alternate Hypothesis (H1): There is no significant relationship between the Occupation of the respondents and time spent in social media apps.

NTERPRETATION:

The above table reveals that the P-value (0.042) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the Occupation of the respondents and time spent on social media apps.

4. Relationship between gender of the responders and the purpose of posting.

Table No. 4.3.4
Table showing the relationship between the gender of the responders and the purpose of posting.

@3Gender * @16Whatisyourpurposeforpostinginsocialmedia Crosstabulation

			@16Whatisyourpurposeforpostinginsocialmedia					
			1	2	3	4	5	Total
@3Gender	1.0	Count	5	1	10	2	6	24
		Expected Count	8.9	.9	5.3	1.3	7.6	24.0
	2.0	Count	15	1	2	1	11	30
		Expected Count	11.1	1.1	6.7	1.7	9.4	30.0
Total		Count	20	2	12	3	17	54
		Expected Count	20.0	2.0	12.0	3.0	17.0	54.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.614[a]	4	.020
Likelihood Ratio	12.219	4	.016
Linear-by-Linear Association	.711	1	.399
N of Valid Cases	54		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .89.

HYPOTHESIS

1. Null Hypothesis (H0): There is no significant relationship between the gender of the responders and the purpose of posting pictures and videos on social media.
2. Alternate Hypothesis (H1): There is no significant relationship between the gender of the responders and the purpose of posting pictures and videos on social media.

NTERPRETATION:

The above table reveals that the P-value (0.045) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the gender of the responders and the purpose of posting pictures and videos on social media.

5. Relationship between the age of the responders & the time usage of social media apps.

Table No. 4.3.5
Table showing the relationship between the age of the responders and the usage period social media app.

@2Age * @8Howlonghaveyoubeenusingthesesocialmediaapps Crosstabulation

			@8Howlonghaveyoubeenusingthesesocialmediaapps				
			1.0	2.0	3.0	4.0	Total
@2Age	1.0	Count	5	5	2	0	12
		Expected Count	3.1	6.1	1.9	.9	12.0
	2.0	Count	15	35	9	1	60
		Expected Count	15.3	30.6	9.4	4.7	60.0
	3.0	Count	1	6	4	1	12
		Expected Count	3.1	6.1	1.9	.9	12.0
	4.0	Count	1	5	0	3	9
		Expected Count	2.3	4.6	1.4	.7	9.0
	5.0	Count	4	1	1	3	9
		Expected Count	2.3	4.6	1.4	.7	9.0
Total		Count	26	52	16	8	102
		Expected Count	26.0	52.0	16.0	8.0	102.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.022[a]	12	.002
Likelihood Ratio	29.040	12	.004
Linear-by-Linear Association	6.714	1	.010
N of Valid Cases	102		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .71.

HYPOTHESIS

1. Null Hypothesis (H0): There is no significant relationship between the age of the responders and the usage period of social media apps.
2. Alternate Hypothesis (H1): There is no significant relationship between the age of the responders and the usage period of social media apps.

NTERPRETATION:

The above table reveals that the P-value (0.002) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the age of the responders and the usage period of social media apps.

CHAPTER V

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

5.1 PERCENTAGE ANALYSIS

1. Many respondents (60%) are between the ages of 19 and 25, and they predominantly use social networking applications.
2. Received an equal number of male and female respondents. (50%)
3. Most of the respondent's educational qualifications (63%) are undergrad students, and they predominantly use social networking applications.
4. Most of the respondent's current occupation (70%) is that of a student.
5. Most of the respondent's annual income is below 2,00,000.
6. WhatsApp app is the majority-used social media app by the responders (93%)
7. The majority of the respondents (51%) used social media platforms for 3 to 7 years.
8. The majority of the respondents (51%) use social media platforms for 2- 5 hours in 24 hours.
9. The majority of the (39%) responders post images and videos at least once a month.
10. The majority of the (32%) responders receive below 50 interactions after posting on social media apps.
11. The majority of two (23%) populations follow 100 – 200 people on social media apps and 201 – 300 people on social media.
12. The majority of the (69%) responders prefer stories and status modes of posting on social media.
13. The majority of the (59%) responders prefer personal content for posting on social media apps.
14. The majority of the (55%) responders feel social interaction is the major purpose of posting on social media apps.
15. The majority of the (46%) responders use caption/emoji tools while posting on social media apps.
16. The majority of the (65%) responders use Android phones for taking pictures and videos.
17. The majority of the (61%) responders spent below 30,000 buying digital equipment for taking pictures/videos.
18. The majority of the (58%) responders have not received negative comments/feedback after posting on social media apps.
19. The majority of the (47%) responders ignore the negative comments if received.
20. The majority of the (30%) responders feel increased anxiety & stress as a negative impact on mental health on using social media /posting behavior.

5.2 WEIGHTED AVERAGE SCORE ANALYSIS

1. Under the weighted average scoring method, the responders feel user-friendliness is the majority factor that influences the decision to upload images & videos to social media apps.
2. Under the weighted average scoring method, the majority of responders prefer to post stories, reels, and pictures on the Instagram platform.

5.3 CHI – SQUARE ANALYSIS

1. According to the chi-square analysis, the P-value (0.101) is higher than 0.05. Hence null hypothesis is accepted and the alternative hypothesis is rejected. There is no significant relationship between the income of the responders and the amount spent on equipment used for taking pictures and videos.
2. According to the chi-square analysis, the P-value (0.045) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the income of the responders and the equipment used for taking pictures and videos.
3. According to chi-square analysis, the P-value (0.042) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the Occupation of the respondents and time spent on social media apps.
4. According to the chi-square analysis, the P-value (0.045) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the income of the responders and the equipment used for taking pictures and videos.
5. According to chi-square analysis, the P-value (0.020) is less than 0.05. Hence alternative hypothesis is accepted and the null hypothesis is rejected. There is a significant relationship between the age of the responders and the social media app used for posting pictures and videos.

5.4 SUGGESTIONS

1. Encourage healthier social media habits -Social media apps can encourage users to limit their usage by providing reminders when they have spent a certain amount of time on the app, or by offering tools for users to monitor their screen time.
2. Users on social media are increasingly concerned about their privacy. More detailed privacy options that allow users to choose who sees their posts, comments, and personal information may be a useful feature.
3. Some social media networks have had problems with improper or offensive content. More effective content filters for users might help limit the spread of dangerous information and make the platform more friendly to all users.
4. Because many users use numerous social networking applications, combining the platform with other apps (such as messaging apps or music streaming services) might make it easier and more appealing.
5. Augmented reality elements might enhance the app's engagement. Filters, for example, allow users to adjust and edit photos and provide ideas before uploading them practically automatically.

5.5 CONCLUSION

In conclusion, posting behavior on social media platforms is an important consideration for users who want to make the most of their social media experience. It's important to be mindful of the content that you share, the tone of your posts, and how often you post. By following best practices such as staying positive, engaging with other users, and avoiding sensitive or controversial topics, you can help build a positive and supportive community on social media. Additionally, being aware of the features and tools available on your chosen platform can help you make the most of your social media experience and connect with others who share your interests and values.

6. BIBLIOGRAPHY

- Zhiheng Xu, Yang Zhang, Yao Wu, Qing Yang (2012) “Modeling user posting behavior on social media”, Chinese Academy of Sciences, Pages 545 – 554.
- Gwendolyn Seidman (2013), "Self-presentation and belonging on Facebook: How personality influences social media use and motivations", Vol. 54 No. (3), Pages 402 – 407
- Beiming Sun, Vincent TY Ng (2014), “Analysing sentimental influence of posts on social networks”, IEEE
- Subbarao Kambhampati, Lydia Manikonda, Yuheng Hu (2014), “What We Instagram: A First Analysis of Instagram Photo Content and User Types”, Eighth International Conference on Weblogs and Social Media, Vol. 8 No. (1).
- Yongjun Sung, Jung-Ah Lee, Eunice Kim, Sejung Marina Choi (2016), “Why we post selfies: Understanding motivations for posting pictures of oneself”, Pages 260 – 265, Vol.97.
- Sarah Tyer (2016), “Instagram: What Makes You Post?”, Pepperdine Journal of Communication Research, Vol. 4, Article 14.
- Eleftherios Varkaris, Barbara Neuhofer (2019), "The influence of social media on the consumers’ hotel decision journey", Journal of Hospitality and Tourism Technology, ISSN:1757 – 9880, Pages 101 – 118, Vol. 8 No 1.
- Martina Drahosovaa, Peter Balco (2017), "The analysis of advantages and disadvantages of the use of social media in European Union", Procedia Computer Science, Pages 1005 – 1009, Vol. 109.
- Emily Lowe-Calverley, Rachel Grieve (2018), "Thumbs up A thematic analysis of image-based posting and liking behaviour on social media", Pages 1900 – 1913, Vol. 35 No. (7).
- Najwa Alghamdi, Nourah Alageeli, Doaa Abu Sharkh, Maram Alqahtani, Muna Al- Razgan (2020), "An Eye on Riyadh Tourist Season: Using Geotagged Snapchat Posts to Analyze Tourists Impression", IEEE Journal.
- Ibrahim Arpaci (2020), "The Influence of Social Interactions and Subjective Norms on Social Media Postings", Journal of Information & Knowledge Management, Pages – 10 pages, Vol. 19 No. (3).
- Robert E. Miller (2020), “College students and inappropriate social media posting:
s it a question of personality or the influence of friends?”, Vol. 158
- Satoru Tamaki (2021), "Likes on image posts in social networking services: Impact of travel episode”, Vol. 20
- Kseniya Stsiampkouskaya, Adam Joinson, Lukasz Piwek, Carl-Philip Ahlbom (2021)," Emotional responses to likes and comments regulate posting frequency and content change behavior on social media: An experimental study and mediation model", Computers in Human Behaviour, Vol. 124.
- Sebastien Fernandez, Marie Stocklin, Lohyd Terrier, Sowon Kim (2021), “Using available signals on LinkedIn for personality assessment”, Journal of Research in Personality, Vol. 93.
- Juan-Ignacio Martínez-de-Morentin, Arkaitz Lareki, Jon Altuna(2021), “Risks Associated with Posting Content on the Social Media”, IEEE Revista Iberoamericana de Technologies del Aprendizaje, Pages 77 – 83, Vol. 16 No. (1).
- Devadas Menon (2022) "Factors influencing Instagram Reels usage behaviors: An examination of motives, contextual age, and narcissism", Telematics and Informatics Reports, Vol. 5.
- Shiv Ratan Agrawal, Divya Mittal (2023), “Leisure time posts on WhatsApp status drive travel and tourism consumption” Journal of Hospitality and Tourism Insights, ISSN: 2514 – 9792.

Websites:

- https://sci-hub.se/10.1145/2348283.2348358
- https://www.sciencedirect.com/science/article/abs/pii/S0191886912004916
- https://ieeexplore.ieee.org/abstract/document/6846903
- https://doi.org/10.1609/icwsm.v8i1.1457
- https://www.sciencedirect.com/science/article/abs/pii/S0191886916301714
- https://digitalcommons.pepperdine.edu/cgi/viewcontent.cgi?articontext=pj cr
- https://www.emerald.com/insight/content/doi/10.1108/JHTT-09-2016-0058/full/html
- https://www.researchgate.net/publication/330935526_Getting_more_likes_the_impact_of_narrative_person_and_brand_image_on_customer-brand_interactions
- https://www.sciencedirect.com/science/article/abs/pii/S073658531830065

ANNEXURE

Questionnaire

A STUDY ON THE UTILIZATION OF SOCIAL MEDIA PLATFORMS BY INDIVIDUALS ABOUT SHARING IMAGES & VIDEOS

1. Name
2. Age
a) Below 18 years
b) 19 – 25 years
c) 25 – 35 years
d) 35 – 45 years
e) Above 45 years

3. Gender
a) Male
b) Female

4. Educational Qualification
a) School level
b) Under Graduate degree
c) Post Graduate degree
d) Professional Degree

5. Current Occupation
a) Student
b) Full/Part-time employee
c) Self Employed
d) Homemaker
e) Retired

6. Annual Income
a) Below ₹2,00,000
b) ₹2,00,001 - ₹5,00,000
c) ₹5,00,001 - ₹10,00,000
d) Above ₹10,00,000

7. What are all the social media apps do you use?
a) Instagram
b) Facebook
c) WhatsApp
d) Snapchat
e) Twitter
f) LinkedIn
g) YouTube

8. How long have you been using these social media apps?
a) Less than 3 years
b) 3 – 7 years
c) 8 – 12 years
d) More than 12 years

9. How long do you use these apps in a day?
a) Less than 2 hours
b) 2 – 5 hours
c) 5 – 7 hours
d) More than 7 hours

10. How frequently do you post on social media apps?
a) Daily
b) Weekly
c) Monthly
d) Yearly

11. How many views/reactions/comments do you usually receive after posting a post/reel/story?
a) Below 50 interactions
b) 50 – 100 interactions
c) 100 – 300 interactions
d) 300 – 500 interactions
e) Above 500 interactions

12. How many people follow you on social media?
a) Below 100 people
b) 100 – 200 people
c) 201 – 300 people
d) 301 – 400 people
e) Above 400 people

13. Rank the following apps you use to post frequently. Rank 1 - rarely: Rank 5 - very frequently

	RANK - 1	RANK - 2	RANK - 3	RANK - 4	RANK - 5
Instagram					
Facebook					
WhatsApp					
Snapchat					
Twitter					
LinkedIn					
YouTube					

14. What is your preferred mode of posting on social media?
a) Stories/Status
b) Post
c) Reels/Shorts
d) Snaps

15. What type of content do you usually post on social media?
a) Personal
b) Travel
c) Food
d) Fitness
e) Fashion
f) Vlog/Blog
g) Others

16. What is your purpose for posting on social media?
a) Social Interaction
b) Popularity
c) Information/Awareness
d) Peer pressure
e) Others

17. Which features do you use while uploading a post/reel/story?
a) Filters
b) Editing tools
c) Location tags
d) Hashtags
e) Tagging other users
f) Caption/Emoji
g) GIF

18. What kind of equipment do you typically use to take images or videos for social media?
a) Android Phone
b) iPhone
c) Professional Camera
d) 360 Degree Camera

19. How much do you usually spend on the digital equipment you mentioned above?
a) Below ₹30,000
b) ₹31,000 - ₹70,000
c) ₹71,000 - ₹1,20,000
d) Above ₹1,20,000

20. What is the key advantage of uploading pictures or videos on social media?
a) Connecting with people
b) Sharing experience & memories
c) Promoting personal/business brand
d) Gaining new job opportunity
e) Others

21. Have you ever received negative comments or feedback on your social media post/reel/story?
a) Yes
b) No

22. How do you handle negative comments or feedback on your social media posts?

a) Delete the post
b) Ignore the Comment
c) Block the user
d) Respond to the comment politely
e) Others

23. In what ways do you feel that social media posting images or videos can have a negative impact on mental health?

a) Increased anxiety & stress
b) Low self-esteem & confidence
c) Cyberbullying & Harassment
d) Sleep deprivation
e) Others

24. On a scale of 1 - 7, rate how much the potential for likes, comments, and engagement on social media influence you to upload images or videos.

1 2 3 4 5 6 7

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

25. How intensely do these features influence your decision to upload images & videos to social media apps?

a) User friendly

b) Quality of the feed content

c) Customization

d) To increase popularity

e) Branding

f) Celebrity & Influencers

g) Privacy & Security

26. Would you like to suggest improvements for the current social media apps?