

Research Article

A STUDY ON SOCIAL MEDIA

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ABSTRACT

The studies on power of social media .There are different types of media like Face book, twitter, u tube etc... In my concept how social media interacts with each other .It's true power is influence and understanding how social media system affect the way of people work, learn and live requires examination of the ways .It instantly transfer messages quickly and also how it reacts .It also helps in various aspects like chatting, networking, online magazines, market research, viral marketing etc...

Keywords: Time saving, Influence, Networking, Market research, connectivity, viral marketing.

INTRODUCTION

Major thing is data and internet about social media has so many benefits .It quickly integrated into many aspects of our daily lives. Social media plays a vital role in finding new friends and have touch with old friends also .you tube allows broadcasting the achievements .Face book and whatsapp groups can create educational spaces that are more innovative and produce much brighter outcomes.

Nowadays many people live with their families and friends by posting daily status on face book or whatsapp, sharing their holiday photos, marriage photos, party photos on Instagram.It also have merits and also demerits the way of we using methods.

REVIEW OF LITERATURE

The report is published by Kristiansand University (HKR), Digital Design, Department of Design and Computer Science, located within the School of health and Society, in cooperation with Lund University (LU), Lund University Internet Institute (Luis).

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OBJECTIVES

PRIMARY OBJECTIVE:

To study on power of social media among people.

SECONDARY OBJECTIVE:

- To know about social networking and viral marketing.
- To understand the interest people over social media.
- To analyse Time duration.
- To analyse age limit of people using social media.

SCOPE OF THE STUDY

1. We spend low investment and we get high return on investment in future.
2. It is used for business purpose.
3. It helps to target customer easily.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

This study is descriptive in nature, which is purely based peoples opinion .The data was collected from survey method .The data is used in the analysis and interpretation is primary in nature.

SAMPLING METHOD:

When sample size it may be refers total number of peoples including sampling plan. In this research the people who are using social media selected as sample .Here the sample size is 70.

SOURCES OF DATA

PRIMARY DATA:

➤ QUESTIONNAIRE.

SECONDARY DATA:

- REPORTS.
- INTERNET.

STATISTICAL METHOD USED:

- Percentage analysis.

PERCENTAGE ANALYSIS:

$$\text{Percentage} = \frac{\text{NO OF RESPONDENTS}}{\text{\% OF RESPONDENTS}} * 100$$

% OF RESPONDENTS

TABULATION

TABLE: 1 Gender

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
Male	47	67
Female	23	33
Total	70	100

Table: 2 Age of users

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
18-25	30	43
25-35	23	33
35-45	12	17
ABOVE 45	5	7
TOTAL	70	100

Table: 3 Time duration

PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
0-1	13	19
1-2	40	57
2-3	9	13
3-4	8	11
TOTAL	70	100

FINDINGS

- Maximum 67% of the respondents are male.
- Maximum 43 % of the respondents are 18-25 age.
- Maximum 57% of the respondents are using social media 1-2 hours.
- 77 % of the respondents are interested while using a social media.
- 88% of respondents are known about viral marketing.

CONCLUSION

Thus, as social media is too convenient for people, sharing the information easily .The power of social media is also same as the one in real life. It changed life totally we should learn new things by using social media .people are sell the things freely and also it has advantages and disadvantages too. contact with friends from different countries and also get new friends .our life became more convenient because using social media.

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