



**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH,
NEW DELHI**

**Influence of Social Media on Personality Development among the Millennials in
Coimbatore, Tamil Nadu with special reference to
Facebook and WhatsApp**

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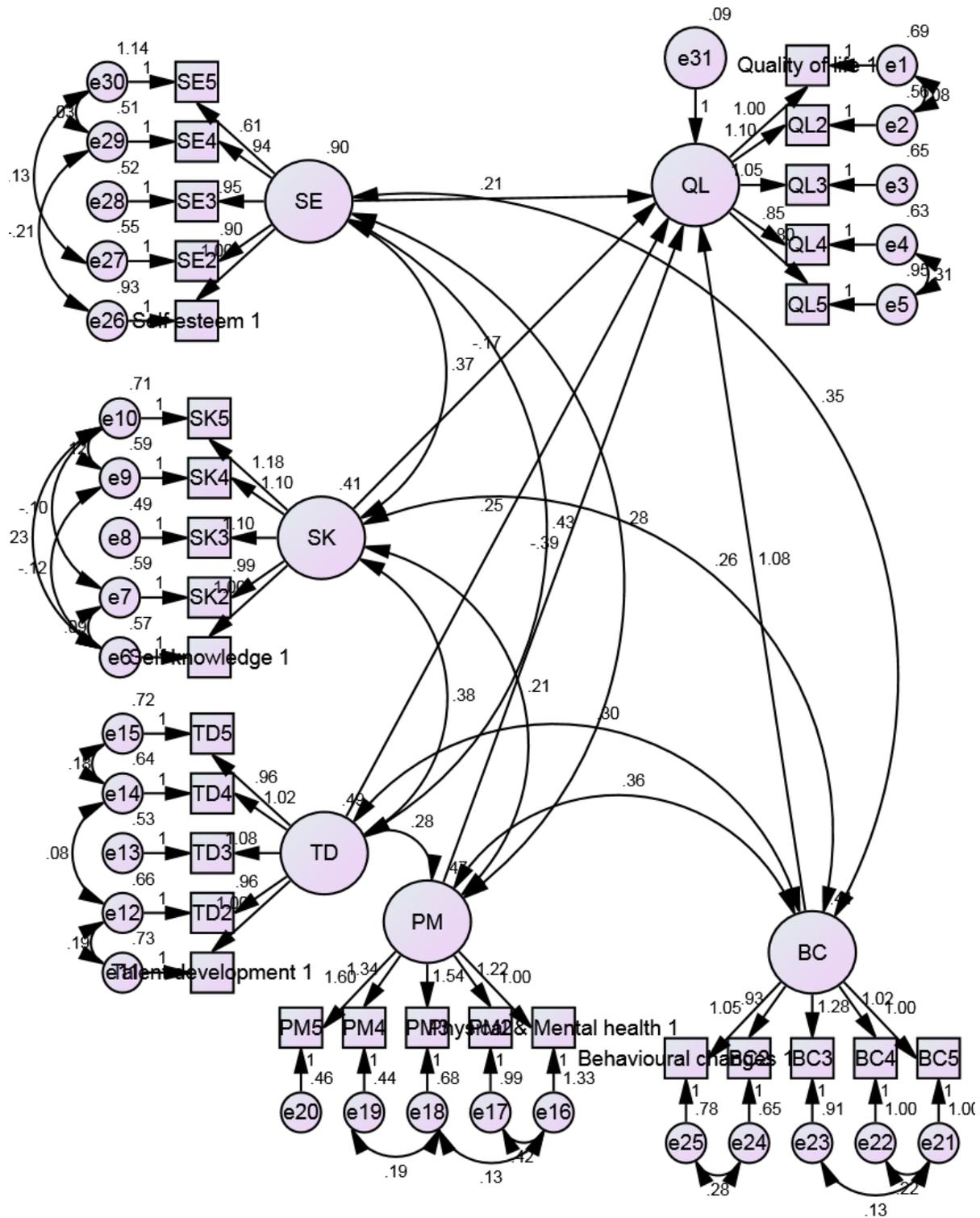
Amount Sanctioned: **Rs.10,00,000**

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Project outcomes:

Now a day, social network sites seems to bring people together and connected, on the other hand it creates social isolation in regard to BBC News report. As the youth tend to spend many hours on these sites, they rarely have face-to-face interaction. Since social media plays a very important role in the life of youngsters, this research is carried out to know how these media impacts the Gen Y. An attempt is made to analyze the positive impact of social media on Millennial and its impact on their personal growth with special reference to Facebook and WhatsApp. The major objective of the study was too identify the different types of use and intensity of use of social media among Gen Y with special reference to Facebook and WhatsApp in Coimbatore city and to understand the influence of Social media on the personality development of Gen Y (or) millennial with special reference to the selected five dimensions namely self-esteem, self-knowledge, talent development, physical and mental health and behavioral changes and its impact on quality of life.

This is being analyzed with the help of SEM Analysis. The results of the SEM analysis explained below.



In order to find out the influence of social media on personal growth of millennials in Coimbatore, Structural Equation Model has been used for this study. The results indicated that the constructs namely Self-Esteem, Talent Development, Physical and Mental health and Behavioural Changes highly influence to Quality of life of the respondents by the usage of social media and it is significant at 1 percent level. On the other side, Self-knowledge does not highly influence to Quality of life since the p value is not significant at 1% level. Based on this suggestions are given to Gen Y for the effective use of Social media. Usage of social media should be encouraged by the academicians and the employers for positive cause which will have important impact on the quality of life of people also. Millennial employees are using social media in a larger level. Hence it is recommended to the organization to use it as a great tool for providing training and development to their employees.

❖ **Publications:**

- “Impact of Social Media on Millennials – A Conceptual Study” Kavitha S and Bhuvaneshwari R (2016), Apeejay-Journal of Management Sciences and Technology, 4 (1), pp.80-86, October –2016, ISSN 2347-5005.
- "Impact of Social Media on the Personality Development of Gen Y – An Empirical Study among the College Students" Kavitha S (2018), Indian Journal of Applied Psychology, 55, pp.18-25, April (2018), ISSN 0019-5073.

❖ **Conference/ Seminar/ Workshop:**

- “Impact of Social Media on Personality Development among the Millennials – A Conceptual Study” in the ICSSR Sponsored National Conference on Marketing in an Interconnected World: Trends, Opportunities and Challenges held at GRG School of Management Studies, Coimbatore on 17th March 2017, pp.41-45. ISBN: 978-93-86537-32-4.
 - "Impact of Social Media on the Personality Development of Gen Y – An Empirical Study among the College Students" in the two days International Conference on 5S -“Strategy, System and Service for Sustainability and Scalability of Business” organized by Department of Management Studies, Pondicherry University on 23rd & 24th of March 2018
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