Abstract.

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. As youth is basically considered in the age group of 15-25 years and the people in this age group are teenagers who are more likely to be connected socially and are more active on Facebook.

The method used for data collection was primary as well as secondary. Sample size: 30 were drawn on the basis of those who avail the services of Facebook. All the respondents are from Mumbai.

The maximum age mentioned in the research is 40yrs and the least is 10yrs.

The survey done on this Youth are only from Mumbai, so the report does not show the preferences and responses of the Youth all throughout India.

The Facebook as a social channel is mostly liked by the youngsters of today’s generation. Gender plays an important role in usage of Facebook amongst the youth. As stated above youth are more attracted towards Facebook for connecting themselves with world.

As per our hypothesis the maximum youth are in age group of 20-30yrs for using Facebook. The usage of Facebook is dependent of gender.

Key words: Facebook, Youth, Usage of Facebook, Usage of Social media.

Introduction:

Relevance of Social media on youth

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedilily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth.

Andres Kaplan (2010) described in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content.

Relevance of Facebook as a social channel on Youth:

- Facebook has been regarded as an important social media tools. Previous studies show that Facebook had globally registered over 750 million active users, with half of them logging on to the side daily (Facebook Statistics, Stats and Facts for 2011).However, there is still limited understanding and study about the level of Facebook usage, especially among the Youth.
- Facebook having various impacts on youth’s life in both ends some time impacts are in the favor of youth’s social life and sometimes theses impact are negative to its user.
- BBC news research (2013) their research discuss that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such as social media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country.
- The Survey basically helps us to tell the age of people using Facebook as social networking, and it also helps the relevance and impact of Facebook on Youth.

Research Objective

The usage of Facebook is dependent of Age group:

The Facebook is mostly popular among the youth for socializing and getting in touch with the new technology and making new friends, being in contact with the world at large scale.

The average of Facebook user is between 15-25 years.
As youth is basically considered in the age group of 15-25 years and the people in this age group are teenagers who are more likely to be connected socially and are more active on Facebook.

40% of Facebook user uses Facebook as a medium to make new friends.
As per the survey the Facebook user basically uses Facebook to make new friends and then to socialize, be in contact with the world, to publicize grand events.

Research Methodology

- The method used for data collection was primary as well as secondary.

- Primary data collection:
  Quantitative analysis- Stratified Random sampling from different age groups and different occupation.

- Secondary Data Collection- Websites and even articles from newspapers available on internet.

Sample Design and Sample Size

- Sample Size: Quantitative data collected through survey varied from
  - Different in Age Group.
  - Different Gender
  - Different Amount Spend
  - Different Time Spend

- Sample size: 30 were drawn on the basis of those who avail the services of Facebook.
- All the respondents are from Mumbai.
Descriptive Statistics:

The maximum age mentioned in the research is 40yrs and the least is 10yrs. The maximum people who use Facebook are in the age group of 20-30yrs, the second age group of people that uses Facebook is 10-20yrs followed by 30-40yrs.

The gender which has been used in the research is male and female. According to the research which has been done randomly among a group of youth the maximum responses was from the male with 52 and then by female with 48%.
The Income level is 48% as the age group is youth so most youth does not work so their income level is less than 2lacs annually and there are 35% people with 2-4lacs, 105 of people with 4-6lacs and 7% of people with more than 6lacs income annually.

Around the total responses 92% of respondent uses Facebook and 8% of people does not use Facebook. The respondent who uses Facebook is basically youth with the age group of 15 to 35ys.
Proposed research Hypothesis.

1) T-test Hypothesis:

Hypothesis: The average age of Facebook user is less than 25 years

Null Hypothesis Ho: μ≥25 years
Alternate Hypothesis Ha: μ<25 years
Test T-test
Tail Left tail test
Alpha 0.10
Probability 0.10
Critical value -1.33
Observed value -2.40
Zc: -1.333
Zo: 0.19
96.73
7.55
-2.40
12.81
observed value -0.19
P-Value 0.49
Alpha 0.10
Decision PLATR P- Value is Greater than Alpha, Accept the NULL

Thus, we found out that the average age of the Facebook user is between the age group of 15-25,
The Facebook as a social channel is mostly liked by the youngsters of today’s generation. As per the survey the age groups of 15-30 are assumed to be youth. So we came up with the conclusion that basically the average age of the youth is less than 25 years. The youth are more addicted towards the Facebook.
2) Proportion Test Hypothesis

Hypothesis: The user of Facebook uses to make new friends is less than 40%

Null Hypothesis \( H_0: p > 40\% \)
Alternate Hypothesis \( H_a: p < 40\% \)
Test \( P \)-test
T-tails Left tail test
Confidence level 90%
Alpha 0.10
Probability 0.10
Critical value -1.28

Observed value -0.04
0.07
Observed value -0.61
P-value 0.27
Alpha 0.1
D: PLATR P-value is greater than Alpha, Accept the Null

\[ p = 40\% \]
\[ p' = 36\% \]
Thus, we found that less than 40% of Facebook user uses Facebook to make new friends.

\[ q = 60\% \]
The youth uses Facebook basically to make new friends to be in contact with the other friends to socialize and get connected to the world, to publicize the group event and to educate themselves with new technology.

\[ p \cdot q = 0.24 \]
\[ p' - p = -4\% \]
\[ n = 56 \]
\[ p \cdot q = 0.00428571 \]
\[ n \]
\[ \sqrt{p \cdot q / n} = 0.06546537 \]

3) **Proportion test Hypothesis:**

Hypothesis: The proportionate usage of Facebook messenger is more than 40%

- **Null** Ho: \( \mu \leq 40\% \)
- **Alternate** Ha: \( \mu > 40\% \)
- **Test** P test
- **Tail** Right tail test
- **Alpha** 0.1
- **Probability** 0.9
- **Critical value** 1.28
- **Observed value** 0.06
- **P-value** 0.52
- **Alpha** 0.1

Decision PLATR P-value more than alpha, accept the null Ho.

Thus, we found that more than 40% of youth population use Facebook messenger. The young population use Facebook messenger as a medium to chat. Because of this the people around the world use messenger instead of using Facebook. The people can send messages faster in less time. The operating process is very easy and flexible. Therefore, the proportion of using Facebook messenger is increase rapidly.

\[ p = 40\% \]
\[ p' = 50\% \]
\[ q = 60\% \]
\[ p \cdot q = 24\% \]
\[ p \cdot q / n = 0.004 \]
\[ \sqrt{p \cdot q / n} = 0.06 \]
4) **Chi-Squared Test Hypothesis:**

Hypothesis: Using of Facebook is dependent of Age Group

**Observed Data fo:**

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Female</th>
<th>Male</th>
<th>Grand Total</th>
<th>Proportionate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20 yrs.</td>
<td>6.00</td>
<td>10.00</td>
<td>16.00</td>
<td>0.29</td>
</tr>
<tr>
<td>20-30 yrs.</td>
<td>15.00</td>
<td>21.00</td>
<td>36.00</td>
<td>0.65</td>
</tr>
<tr>
<td>30-40 yrs.</td>
<td>3.00</td>
<td>0.00</td>
<td>3.00</td>
<td>0.05</td>
</tr>
<tr>
<td>Grand Total</td>
<td>24.00</td>
<td>31.00</td>
<td>55.00</td>
<td></td>
</tr>
</tbody>
</table>

**Expected Data Fe:**

<table>
<thead>
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<th>Row Labels</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>9.02</td>
<td>16.00</td>
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<tr>
<td>20-30 yrs.</td>
<td>15.71</td>
<td>20.29</td>
<td>36.00</td>
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<tr>
<td>30-40 yrs.</td>
<td>1.31</td>
<td>1.69</td>
<td>3.00</td>
</tr>
<tr>
<td>Grand Total</td>
<td>24.00</td>
<td>31.00</td>
<td>55.00</td>
</tr>
</tbody>
</table>

\((fo-fe)^2/fe\)

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Female</th>
<th>Male</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20 yrs.</td>
<td>0.14</td>
<td>0.11</td>
<td>0.24</td>
</tr>
<tr>
<td>20-30 yrs.</td>
<td>0.03</td>
<td>0.02</td>
<td>0.06</td>
</tr>
<tr>
<td>30-40 yrs.</td>
<td>2.18</td>
<td>1.69</td>
<td>3.88</td>
</tr>
<tr>
<td>Grand Total</td>
<td>2.35</td>
<td>1.82</td>
<td>4.18</td>
</tr>
</tbody>
</table>

Null Hypothesis  
Ho: Using of Facebook is dependent of Age group

Alternate Hypothesis  
Ha: Using of Facebook is not dependent of Age group

Test  
Chi-Square test
Thus, we found that the usage of Facebook is dependent of Gender. Gender plays an important role in usage of Facebook amongst the youth as the different genders have different perception towards Facebook and their usage.

**Conclusion**

As stated above youth are more attracted towards Facebook for connecting themselves with world. The reason why people (youths) are more attracted towards Facebook is because of the Reference, Updating themselves, Socializing etc.

Youth use Facebook as a medium of getting connected with friends, and socializing. And most of youth use Facebook as a medium for marketing their group events, for playing games etc.

As per our hypothesis the maximum youth are in age group of 20-30yrs for using Facebook. The usage of Facebook is dependent of gender. To use Facebook as a medium for chatting is more in percentage, this is because they have introduced a Facebook messenger for chatting.

Facebook can provide an important means of communicating during collaborative projects. This paper will discuss the relevance of Facebook on age, and usage of Facebook messenger. The Facebook Project intentionally leaves a great deal of room for future research. In addition more observation could be conducted on student usage of walls and events for their purposes. The younger generations access Facebook more than older generations.

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