A Study on Social Networking Sites Mobilizing in Gen Z Hashtagers

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ABSTRACT

The Internet is not a singular entity; rather, it is an extensive network of interconnected systems that communicate via a common digital protocol. The study provides insights into the role of hashtags in mobilizing people on social networking sites. The topic's background has been covered, which influences the social networking site and how it processes information. Descriptive, Survey research methodology has also been added in this research as well as data collection, and with the result indicates the influence of social networking sites, under the hastag content. The coordination of hashtags on social networking platforms is intricate and diverse, but it is crucial to acknowledge and tackle the constraints and challenges linked to their utilization in order to optimize their efficacy in promoting awareness, cultivating community, and enabling coordinated endeavours.

Keywords: Communication, Digital Media, Social networking sites, Hashtags, New media

INTRODUCTION

The internet explanation happened even more before the updated version of social networks. Online group forums on the specific form of the Internet in the Internet age, we have witnessed an expeditious extension of social networking Websites (SNWs) as Facebook, Myspace, LinkedIn, and Orkut, over the last few years (Cheung, 2011). The transformation and of interaction as a single share of information with the general audience and target audience as the interest in common can progress through community (Edosom wan, 2011). Many students frequently utilize networking platforms as a means to meet friends and experience a sense of connectivity. These websites are also perceived as resources, for both learning and teaching purposes. Extensive research has shown that students find social media platforms for their pursuits. Nevertheless, further investigation is necessary to understand the impact of these networking sites, on students' social ties, overall happiness and academic achievements.

This study examines the use of gratification theory (UGT) by taking into account behavior, intention, and motivation, which are well-known among college students through Facebook. Younger people use a large number of social media networking sites, such as Facebook, Instagram, Twitter and Snapchat.

Globally there are used social media platforms that attract a large number of users. Facebook hastag for instance has a user base of 2.23 billion people. Following behind's hastag Youtube, with over 1.9 billion users, Whatsapp with over 1.5 billion users hastag Messenger with 1.3 billion users and Wechat with 1.06 billion users. Based on the survey conducted in 2020 it was found that Facebook has an estimated monthly

active user count of around 2.60 billion individuals, out of which approximately 1.73 billion log in on a daily basis. This survey also revealed that these followers engage with one or more of Facebooks products such as Facebook itself Instagram, Messenger or WhatsApp. It's worth noting that back, in October 2012 Facebook made history by being the platform to surpass one billion active followers and later went on to reach the two billion mark shortly (Statista.2024)

LITERATURE REVIEW

Researchers discovered that people are more likely to develop intimate relationships with people they encounter online if they feel more comfortable expressing who they really are online. To investigate the causative effect of uneven self-expression in the development of online relationships, three laboratory experiments were carried out. The actual self was more available in memory during face-to-face encounters, whereas true-self conceptions were more accessible during online interactions, according to the results. Furthermore, those that were paired up at random to communicate online were more adept at communicating their genuine selves to their partners (Bargh, J. A 2002).

The study looked at the connection between college students' use of social media and narcissistic conduct. 579 students from three public and three private institutions in the Copper belt provided data for the study. The Bergen Social Media Addiction Scale and the Narcissistic Personality Inventory were employed in the study's data analysis. The most widely utilised platforms were found to be Facebook and WhatsApp, with adoption impacted by demographic variables such as age, gender, year of study, and college status. A significant degree of narcissism was also discovered in the student population, and early screening and counseling treatments are recommended to address this problem (Rajesh, T. 2022).

This study looks into the connection between academic achievement in Iran and social networking addiction. The Bergen Social Media Addiction Scale and stratified random selection were used to register 360 students. A statistically significant difference (P < 0.01) was observed between the mean social networking addiction of male and female students, with the former having a greater mean addiction (52.65 ± 11.50) than the latter (49.35 ± 13.96). The academic performance of students and their addiction to social networking showed a strong negative association (r = -0.210, p < 0.01). Male students were more addicted to social networking than female students, with a moderate level of addiction. According to the report, university administrations have to implement preventative measures to assist students who are reliant on social media and educate them through workshops on the harmful effects of addiction (Azizi, S. M., Soroush, A., & Khatony, A. 2019).

The three-month study abroad programme looks at Chinese college students' use on social media while they are in the US. Ethnography, field observation, and in-depth interviews were used to gather data. Drawing inspiration from the idea of media system dependency, the analysis centres on the many objectives and incentives propelling student conduct in social media participation, as well as the contextual elements impacting their adjustment to American social networking sites. The results demonstrate that social media use is dominated by task-driven and assignment-centered aims, and that multidimensional components of interaction permeate student participation (Tai, Z. 2019, and June 13).

The researched aimed to understand the impact of social networking sites (SNSs) on school students' academic performance in Siliguri, West Bengal. Results showed that 87.1% of students used SNSs, with addiction being more prevalent in the 17-year-old age group. The study suggests that students should be educated about the dangers of SNS usage and its potential consequences. (Raj, M., Bhattacherjee, 2018).

The examined social media addiction among 1327 university students using Young's Internet addiction scale. Findings showed addiction positively relates to user experience, time spent, and satisfaction, but negatively predicts academic performance. Future research should consider cultural values and context of

social media usage. (Al-Menayes, J. J. 2015).

The research "Hanging Out, Messing Around, and Geeking Out" investigates how young people utilise digital technology on a daily basis, including social media use, texting, playing video games, and producing digital material. The three-year study intends to close the knowledge gap about the dynamics of young people's social and recreational usage of digital media. Using a distinctive collaborative writing approach, the research includes 23 case studies, such as online romantic breakups, music sharing, video game playing, and podcasting about Harry Potter. The research offers a thorough grasp of the dynamics behind the usage of digital media by youth (Ito, M., Baumer, S 2009)

Facebook usage intensity was revealed to be a substantial predictor of bridging social capital outcomes in year two, even after adjusting for life satisfaction and self-esteem, according to research conducted at a U.S. institution. Additionally, the study discovered that the association between Facebook usage intensity and bridging social capital was mediated by self-esteem. Those with lower self-esteem benefited more from Facebook than those with greater self-esteem in terms of bridging social capital. According to the study, Facebook's affordances may assist in lowering obstacles that students with lower self-esteem may encounter while creating broad, diverse networks that serve as sources of bridging social capital. (Steinfield, 2008).

In Makurdi, Benue State, Nigeria, senior secondary school pupils' academic performance was studied in relation to social media use. 547 secondary school students in Makurdi City provided data for the study using a structured questionnaire and survey approach. The findings demonstrated a strong correlation between the use of social media and academic achievement, with time spent on social networking sites having a major influence. According to the survey, school administrators should push pupils who have access to the internet to use their phones for library research rather than peer chats. Additionally, it suggests that in order to increase their knowledge, students should read academic and fiction books in place of spending too much time on social media. The Educational Review of VillageMath (VER) (T., & Echoda, B. 2021).

Need Of the Study: The purpose of the study is evaluating the influence of social networking sites and passive has tag users to the active has tag creators. Due to the wide range of Social Networking Sites. The factors that drive the undertaking of the project are identified within the study, in which is crucial for the further analysis. Some essential factors will be discussed that drive consideration of the project work and further evaluate the influence of social networking sites and passive creators to active creators in support of has tag.

Scope Of the Study: The scope of this research is to identify the influences of social networking sites, Passive and active has tag creators. During upcoming of AI has tag generators the normal the creators became more active rather than passive. Therefore, this research work will let people know how social networking sites help in AI in creators. In many cases, it has been seen that almost every creators of social networking sites has faced a huge amount of problems in balancing the Content for the reach. Every Social networking user is being use to the current changes in life style. To understand the usage of social networking sites among Gen z in I would like to start my research with following questions:

Research Questions:

1. How do social networking sites increased day today in Gen z life?

2. What kind of hash tags is shared by them in social networking sites?

3. Does usage of hash tags in communication has increased in Gen z?

Objectives:

- To know the hash tags used by Gen z.

- To evaluate the time, spend on social networking sites among Gen z.

- To study the process of hash tags in social media usage.

METHODOLOGY / RESEARCH DESIGN:

The study followed the quantitative research method, sample, and sampling technique, which are crucial aspects in any study. The research procedure outlines the steps and methods that will be used to collect and analyse data. The sample refers to the group of individuals or objects that will be included in the study, while the sampling technique determines how these participants will be selected. These elements are essential for ensuring the validity and reliability of the research findings.

Research   Design

Research Methodology

To investigate the objective Descriptive questionnaire with support of Google sheet was send to the respondents through social media as received data from the convenient sampling 300 participants (Gen z). The data was analysis proportions method.

Data Analysis / Findings

A standardized questionnaire is used to collect data, which is then analysed. The study's findings are shown in the following subsections with tables.

Table 1.1: User distribution of respondents

Gen z User	Frequency	Percentage
Active hash tags creator's	79	52.7
Passive hash tags users	71	47.3
Total	150	100%

Table 1.1 reveals that among the total respondents selected for the study (52.7%, N=79) respondents were **active** hash tags **creator's** and (47.3%, N=71) of the respondents were Passive hash tags **users**. The number of **active** hash tags **creator's** respondents was higher than the number of Passive hash tags **user's** respondents.

Table 1.2: Distribution of respondents by the medium of Active hash tags creators and Passive hash tags users in (SNS) Social networking sites

Gen z User	Medium	Frequency	Percentage
Active hash tags creator's	AI	99	66
Passive hash tags users	Other Social Networking Sites	51	34
	Total	150	100%

Table 1.2 reveals that among the total respondents selected for the study (66%, N=99) respondents were **active** hash tags **creator's** and (51%, N=34) of the respondents were Passive hash tags **users**. The numberof **active** hash tags **creator's** respondents was higher than the number of Passive hash tags **user's**respondents

Table 1.3: Availability of medium Social Media Sites Platforms for Active hash tags creator's and Passive hash tags users

Medium	Frequency	Percentage
Mobile	150	100
Tablet	43	28.66
Smart TV	76	50.66
Computer	132	88
All Of the Above	47	31.34

The information in table 1.3 shows that all the respondents selected for the study (100%, n=150) have access to mobile, then followed by the tablet (28.66%, n=43), smart TV (50.66%, n=76), computer (88%, n=132) and (31.34%, n=47) of the respondents have all types of medium in their active usage.

It is clear from the present study that the majority of the respondents have mobile access passive hash tags users computers at their active creating only, and the very few media preferred by the respondents are tablets

Table 1.4: Frequency of social media usage for hash tags generating using AI

Social Media Usage	Regularly	Occasionally	Never
Blogging	16(10.66%)	132(88.00%)	02(01.33%)
Content Creation and Posting	18(12.00%)	132(88.00%)	00(0%)
Audience (social media follower)	150(100%)	00(0%)	00(0%)
Repost the content (Share the content in SNs)	31(20.66%)	00(0%)	132(88.00%)
Comments and Likes for the Content	02(01.33%)	18(12.00%)	02(01.33%)
Online Business Purpose	119(79.33%)	31(20.66%)	00(0%)

Table 1.4 reveals that a great majority (100%, N=150) of the respondents access the Audience (social media followers) regularly, (10.66%%, N=16) of the respondents use Blogging regularly. It is observed that the majority (79.33%, N=119) Online Business Purposes regularly, Repost the content (Share the content in SNs) (20.66%, N=31) regularly, Comments, and Like for the Content (01.33%, N=02), (88.00%, N=132) of the respondents Content Creation and Posting occasionally.

It was observed that the majority (100%, N=150) of the respondents as Audience regularly, whereas blogging (10.66%, N=16) regularly (88.00%, N=132) occasionally (01.33%, N=02) never. It found that Content Creation and Posting (12.00%, N=18) regularly (88.00%, N=132) occasionally. In the Repost the content (20.66%, N=31) regularly, and nil in occasionally (88.00%%, N=132) never on the Comments, and Like for the Content (01.33%, N=02) regularly, (12.00%, N=18) occasionally, (1.33%, N=02). A close

observation of the above table shows that in Online Business Purpose (79.33%, N=119) regularly (20.66%, N=31) occasionally.

It is understood from the present study that the majority of the respondents as an audience use social networking sites and for Online Business purposes few respondents for Blogging and Posting Content regularly with the support of AI hash tags Generators.

Table 1.5: Active hash tags time spent on using different Social networking media

Using social media for hash tags per day	1 to 2 hours	2 to 3 hours	More than 3 hours
Instagram	146(97.33%)	03(02.00%)	01(00.66%)
Facebook	137(91.33%)	13(08.66%)	00(00%)
YouTube	135(90.00%)	14(09.33%)	01(00.66%)
Other Social Networking Sites	61(40.66%)	46(30.66%)	43(28.66%)

Table 1.5 indicates that the majority (97.33%, N=146) of the respondents use Instagram for 1 to 2 hours, whereas (02%, N=03) of the respondents read from 2 to 3 hours and the remaining (00.66%, N=01) use for more than 3 hours. It was found that 91.33 present (N=137) of the respondents used Facebook from 1 to 2 hours, while the remaining (08.66%, N=13) of the respondents read from 2 to 3 hours and not a single respondent did not use YouTube. It is observed that (90%, N=135) of the respondents use YouTube for 1 to 2 hours, while (40.66%, N=61) of the respondents use other social networking sites for 2 to 3 hours and the remaining (28.66%, N=43 of the respondents use more than 3 hours.

The critical analysis of the above table indicates that (97.33%, N=146) of the respondents use Instagram for 1 to 2 hours, whereas (02.00%, N=03) of the respondents use from 2 to 3 hours and the remaining (00.66%, N=01) uses for more than 3 hours. It shows that (91.33%, N=137) of the respondents use Facebook for 1 to 2 hours, whereas (08.66%, N=13) of the respondents use from 2 to 3 no users. It is found that (90.00%, N=135) of the respondents use YouTube for 1 to 2 hours, whereas (09.33%, N=14) of the respondents use it for 2 to 3 hours and the remaining (00.66%, N=01) use it for more than 3 hours. A close observation of the above table reveals that (40.66%, N=61) of the respondents use Other Social Networking Sites for 1 to 2 hours, whereas (30.66%, N=46) of the respondents use from 2 to 3 hours and the remaining (28.66%, N=43) uses for more than 3 hours.

It is clear from the present study that the majority of the respondents spent more time on Instagram, Facebook, and YouTube rather than on Other Social Networking Sites.

Table 1.6 Distribution of respondents based on User (Active hash tags creators and Passive hash tags users) and level of Social Networking site usage

Capability of Social Networking site usage	Passive young followers			Active young followers		
	Highly Capable	Capable	Not Capable	Highly Capable	Capable	Not Capable
Access	26 (30.23%)	40 (46.51%)	20 (23.26%)	25 (39.06%)	30 (46.88%)	09 (14.06%)
Analyze	20 (23.26%)	35 (40.70%)	31 (36.04%)	24 (37.5%)	25 (39.06%)	15 (23.44%)

Evaluate	25 (29.06%)	45 (52.34%)	16 (18.60%)	30 (46.88%)	20 (31.25%)	14 (21.87%)
Create	20 (23.26%)	40 (46.51%)	26 (30.23%)	25 (39.06%)	28 (43.76%)	11 (17.18%)
Utilization	30 (34.88%)	35 (40.70%)	21 (24.42%)	30 (46.87%)	22 (34.37%)	12 (18.76%)

Table 1.6 reveals that the majority (46.51%, N=40) of the Passive hash tags users gen z express that they were capable of accessing needed information from social networking sites, followed by highly capable (30.23%, N=26) and (23.26%, N=20) gen z who were not capable of accessing social networking sites. Whereas a great majority (40.70%, N=35) of gen z were capable of analysing the social networking site content, followed by (36.04%, N=31) were not capable and (23.26%, N=20) gen z were competent in analysing the media content. Most of the respondents (52.34%, N=45) School Children were capable of evaluating the information gathered through the media, followed by highly capable (29.06%, N=25) and (18.60%, N=16) were not capable of evaluating the Information. Whereas the majority of the respondents (46.51%, N=40) were capable of creating new information through social media, followed by those not capable (30.23%, N=26) and (23.26%, N=20) were highly capable of creating new information. It is found that (40.70%, N=35) of the School Children's opined that they were capable of utilizing the information provided by the Social Networking sites, followed by highly capable (34.88%, N=30) and (24.42%, N=21) who were not capable of utilizing the information.

The above table shows that the majority (46.88%, N=30) of the active creator's gen z express that they were capable of accessing needed information from the media, followed by highly capable (39.06%, N=25) and (14.06%, N=09) gen z who were not capable of accessing the social networking sites. Whereas a great majority (39.06%, N=25) of gen z were capable of analysing the social networking site content, followed by (37.5%, N=24) were competent, and (23.44%, N=15) gen z were competent in analysing the social networking site content. Most of the respondents (46.88%, N=30) School Children were competent to evaluate the information gathered through social networking sites, followed by capable (31.25%, N=28) and (21.87%, N=14) were not capable of evaluating the news. Whereas the majority of the respondents (43.76%, N=28) were capable of creating new information through social networking sites, followed by highly capable (39.06%, N=25) and (17.18%, N=11) were not capable of creating new information.

It is found that (46.87%, N=30) of the gen z opined that they were highly capable of utilizing the information provided by social networking sites, followed by capable (34.37%, N=22) and (18.76%, N=12) were not capable of utilizing the information.

Table 1.7: Creating and sharing information provided by the social networking sites by users

User	Create and share information	Frequency	Percentage
Active hash tags creators	Very often – multiple times per day	50	33.33
Active hash tags creators	Sometimes – maybe a few times per week	66	44.00

| Passive hash tags users | Occasionally – once a week at most | 20 | 13.33 |
| Passive hash tags users | Never- I don't use the social networking sites for sharing information | 14 | 09.34 |

Table 1.7 indicates that the majority (44%, N=66) of the respondents express that they create and share information provided by social networking sites sometimes. Whereas (33.33%, N=50) of the respondents share information very often. While (13.33%, N=20) of the respondents share information occasionally and the remaining only (9.34%, N=20) of the respondents do not create and share the information.

It is clear from the above table that the majority of the respondents say that they create and share information through social networking sites and very few respondents do not share.

Table 1.8: Opinion of the respondents about trustworthiness in social networking sites active creator's with AI

More Trustworthy Social Networking Sites	Frequency	Percentage
Instagram	104	69.33%
Facebook	57	38.00%
YouTube	32	21.33%
Other Social Networking Sites	30	20.00%

The information in table 1.8 shows that the majority (69.33%, N=104) of the respondents opined that Instagram provides more trustworthy news. Whereas (38%, N=57) of the respondents express that Facebook provides more trustworthy news, followed by (21.33%, N=32) for YouTube and (20%, N=30) for Other Social Networking Sites.

It is understood from the present study that the majority of the respondents say Instagram covers more trustworthy Facebook and Other Social Networking Sites provide very less trustworthy.

RESULTS/ FINDINGS

The online questionnaire consisted of 10 questions was prepared using Google forms and the questionnaire was distributed through what's app and email to collect the response. It is a preliminary study to find out the answer of all the questions. 300 responses have been collected by this online study using convenient sampling 300 participants (**Active hash tags creators and Passive hash tags users**) were chosen using the online survey method.

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