Perception of Male Young Adults Towards the Digital Transformation with Reference to the Use of Social Media For Communication

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Abstract

India is now experiencing a digital revolution. In India, the digital revolution has essentially affected every sector, including governmental regulations, business practices, governance, education, etc. Social media may improve interpersonal connections by enabling communication across geographical and temporal boundaries, on the one hand. Social media enable social actors to seldom, if ever, need to be alone. This is especially true given the proliferation of mobile devices. Social media has made it possible for digital interaction to become ingrained in daily life. Therefore, the researcher conducted the present study to find out the perception of male young adults towards digital transformation in Cuttack district of Odisha and to study the use of social media for communication among male young adults of Cuttack district in Odisha. For this purpose, the researcher has used a sample of 150 male young adults of Cuttack district in Odisha for data collection. Data has been collected by self-structured questionnaire and collected data was analyzed with the descriptive statistics. Findings indicate that male young adults have positive view towards the digital transformation.

Keywords: *Communication, Business Practices, Governance, Education, Social Media.*

INTRODUCTION

Digitalization, which is fundamentally altering society, the economy, and business, is now one of the most studied topics. Up until recently, efficiency was the primary effect of digitalization on business. The ripple effect of digital development may now be felt wider and deeper than ever before since digital technologies are enabling organizations to function more rapidly and intelligently as well as to establish new business models to improve multiple benefits.

In addition to have a significant impact on day-to-day life, technological advancements such as Web 2.0, broadband Internet, mobile technologies, cloud computing, digital media, big data, artificial intelligence, augmented reality, the Internet of Things, 3D

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printers, and others also bring about significant changes in a wide range of fields. Society's response to technology has ushered in a new era (TUBITAK Bilgem, 2019). These changes have sparked a digital revolution, which is still in its infancy. It is astounding to see how many different industries are making efforts to comprehend, make sense of, and execute this transition. Digital transformation is the comprehensive change that occurs to better and more efficiently address basic needs in a variety of fields, including business, education, and health. This transition considers the possibilities offered by developing information and communication technologies as well as changing social needs (Karabacak&Sezgin, 2019). Human demands vary as a result of the continuous growth and modification of technological equipment. To put it another way, as technology advances and changes, our access to knowledge changes, which has an impact on how we educate? The variety of technology tools utilized in education is growing. The lives of individuals have been significantly impacted by recent technical advancements that include digital material, such as video projectors, smart boards, mobile devices, e-books, downloadable music, uninterrupted audio and video networks, and online social networks.

Recent technical advancements have ushered in a a transformative era, reshaping the fabric of individuals' lives in profound ways, the rapid integration of cutting-edge technologies across various sectors has not only streamlined daily routines but has also catalyzed a paradigm shift in how we communicate, work and interact with the world. In essence, recent technical advancements have become integral to the tapestry of modern life, reshaping the way individuals connect, work and navigate their health and well-being. As we continue to embrace the possibilities of emerging technologies, it is essential remain mindful of the societal impact and collectively steer these innovations toward a more inclusive and sustainable future.

Social media may improve interpersonal connections by enabling communication across geographical and temporal boundaries, on the one hand. Social media enable social actors to seldom, if ever, need to be alone. This is especially true given the proliferation of mobile devices. Geograhical barriers dissipate as individuals can effortlessly connect with friends, family and acquaintances across the globe in real-time. Platforms such as Facebook, Instagram and Twitter have become virtual meeting spaces, where users can share their experiences, thoughts, and emotions instantaneously. This immediacy in communication not only sustains existing relationships but also nurtures the formation of new connections, expanding social circles beyond local confines.

Social media has made it possible for digital interaction to become ingrained in daily life. Solitary moments may now be instantly shared with others, who can then interact with the user and join in on the experience that is now shared. Additionally, the extensive connections made possible by social media allow users to stay in contact with those who may otherwise lose touch, lowering the cost of engagement and making tie maintenance more doable, ultimately growing network size.

The background of this study focuses on the current digital revolution, which may be attributed to a series of progressive developments resulting from socio-economic and technical progress over time (Selwyn, 2011). In the context of a highly historical milieu, it is indeed accurate to assert that a significant proportion of Europeans presently reside within an information society, notwithstanding the ongoing emergence of novel theories aimed at elucidating or comprehending these advancements. The role of information is significant in our daily existence, as evidenced by scholarly works such as those by Lyon (1987), Webster (2014), and Floridi (2014). The subsequent section will provide a more detailed analysis of the importance of understanding the role of information. The concepts revolve around the notion of individuality in an era characterised by the evident prevalence of information and communication technologies (ICTs). The primary focus of this paper lies in the introduction of diverse concepts and illustrations to examine the convergence of young individuals' experiences and the process of digital transformation.

Nevertheless, the advent of digital immersion also presents a set of obstacles, including the need for individuals to possess digital literacy skills, issues around online privacy, and the potential effects of social media on one's mental well-being. Achieving equilibrium between the advantages and disadvantages inherent in the digital world constitutes a vital facet of the contemporary youth's encounter.

The digital transition has become an integral part of the narrative surrounding the lives of young individuals, significantly impacting their methods of communication, education, and future aspirations. As the utilisation of technology becomes increasingly prevalent, it is imperative to concurrently foster the development of critical thinking abilities and ethical deliberations. This is necessary to guarantee that the digital realm remains a vehicle for empowering the younger generation and facilitating constructive transformations in their life.

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REVIEW OF LITERATURE:

Madhu Bala, 2018, A significant digital revolution will follow digital transformation. Organizations undergoing a digital transformation must have a digital framework in place before they begin, as well as the tools needed to carry out this significant shift and the technical know-how to guarantee its success. All of the problems that have been highlighted must be included in the digital roadmap for proactive solutions. The way we work, study, communicate, and interact has changed as a result of the digital revolution of our lives. In order to become digital, businesses are now changing their strategy, culture, procedures, and information systems. Existing businesses and economies are severely disrupted by the digital transition. Organizational leaders need to show that they have a critical grasp of this process, are open to change, and see the benefits of matching their leadership style to the change management approach.

Matt et al. (2015) To "focus on the transformation of goods, processes, and organizational issues due to new technologies," suggest the DT strategy (DTS) idea (p. 339). According to the authors, DTS "is a blueprint that aids firms in managing the changes that happen due to the integration of digital technologies, as well as in their operations following a transition," in contrast to DBS, which focuses on "future states," (p. 340). DTS, which they define as "variations in a firm's organizational setup" (p. 341), is seen as distinct from "IT strategies and all other organizational and functional strategies" (p. 340), whereas structural changes must be carefully planned to leverage digital technologies for the benefit of the organization without sacrificing financial constraints.

Jaffar Abbas et al 2021shows that, although the possibility that excessive use of social media during a public health emergency might be advantageous and useful for accessing information, peer support, and emotional support, it can also be detrimental to mental health. There is no easy fix for issues when a pandemic or epidemic occurs. While some people may desire to develop a more stern sense of resilience, employing the typical coping strategies to deal with fresh challenges might be beneficial. The study's results suggest periodic social media abstention as a way to maintain mental health in the face of the COVID-19 epidemic.

STATEMENT OF THE PROBLEM: Despite how underdeveloped or non-standard they may have been, even the most primitive people had their own modes of communication. Human survival depends on our ability to communicate and enjoy ourselves. Communication has been a crucial component of existence ever since the beginning of time. Without communication, it is impossible to envisage a human society. In a manner similar to this, entertainment is important to our everyday lives. The human mind cannot be denied the pleasure that entertainment offers, even though different people enjoy it in different ways. The globe was entirely submerged in a tsunami of information when the Internet first arose, shrinking it to the size of a village where everything was readily

available. The internet is without a doubt the invention that has made the world seem more connected and smaller. Nothing was immune to the effects of this enormous virtual area, which engulfed the world and unleashed a never-before-seen flood of information. The internet completely changed how we communicated, interacted with one another or socialized, as well as our economies, polities, and society. Hence the researcher has stated the problem as "Perception of Male Young Adults towards the Digital Transformation with reference to the Use of Social Media for Communication"

SIGNIFICANCE OF THE STUDY: Social media, the newest kind of media, has seen astonishing worldwide expansion. It is become a part of everyone's daily life. Since "social media" encompasses a wide range of media, including blogs, videos, and other online publications, it is a general word. It is a place where details about others may be exchanged. Social media operates as a channel for communication and gives users the ability to post content that other users may share with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in many ways.

The advent of digital connectedness has both positive and negative implications. On one hand, it promotes a sense of inclusivity and a collective awareness on a worldwide scale. However, it also presents some obstacles that need to be addressed. The ability to discern between credible sources and misleading information is essential in effectively navigating the extensive realm of knowledge. This necessitates the application of critical thinking abilities. The persistent and uninterrupted digital connectivity can also present difficulties in maintaining mental well-being, hence requiring a measured and equitable attitude towards the utilization of technology.

The landscape of communication has experienced a significant transformation, wherein social media platforms and messaging applications have emerged as predominant means of establishing connections. The younger generation adeptly nurtures international friendships, exchanges experiences, and articulates their thoughts via internet platforms. The proliferation and extensive reach of online communication platforms have not only expanded social networks but have also exerted a significant impact on the construction of personal identity and modes of self-expression.

Today's youth have more access to information and the capacity to sustain social bonds. We now spend a lot of time there for a variety of purposes, including work, recreation, socializing, and other activities.

OBJECTIVES: The present study has been undertaken with the following objectives-

➢ To find out the perception of male young adults towards digital transformation in Cuttack district of Odisha.

➢ To study the use of social media for communication among male young adults of Cuttack district in Odisha.

METHODOLOGY:

Population: Population of the study is comprised of the male young adults of Cuttack district in Odisha.

Sample: The researcher has selected a sample of 150 male young adults' age ranging 19-23 years studying in different institutions of Cuttack district of Odisha.

Tools: For data collection the researcher has used two self structured Questionnaires. Questionnaire 1 is four point likert scales consisting of 24 statements based on the Digital Adaptation among young adults. Each statement has four options Strongly Agree, Agree, DisagreeStrongly, and Disagree denoting the score from 4 to 1.

Questionnaire 2 is based on the use of Social Media for communication. It is also a four point likert scale consisting of 24 statements based on the four skills of communication for each skill 6 statements.Each statements has four options Strongly Agree, Agree, Disagree, and Strongly Disagree denoting the score from 4 to 1.

Data Collection: The researcher has been to many institutions to gather data. The samples were given the questionnaire after developing a connection with respondents, along with explicit instructions on how to respond to each question. Every time someone struggled to grasp a sentence, the researcher assisted him/her during the data collection. The researcher documented each answer objectively and without bias.

Statistical Technique: Simple descriptive statistics have been used for analyzing the collected data.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Descriptive statistics for Social media for communication and Perception Towards digital transformation amongmale young adults

	Social media for communication	Perception Towards digital transformation
N Valid	150	150
Missing	0	0
Mean	74.57	78.90
S.E.Mean	.81	.68
Median	78.00	78.00
StdDev	9.97	8.30
Variance	99.32	68.84
Kurtosis	-.82	-.49
S.E. Kurt	.39	.39
Skewness	.49	.08
S.E. Skew	.20	.20
Range	38.00	38.00
Minimum	60.00	60.00
Maximum	98.00	98.00

It is evident from the above table that for male young adults there is significant difference between the mean scores of Social media for communication (74.57) and Perception towards digital transformation (78.90). Standard Deviation score for Social media for communication (9.97) is too much lower than Perception towards digital transformation (8.30) which signifies the significant difference in the scores. Minimum and maximum range for all the variables are same.
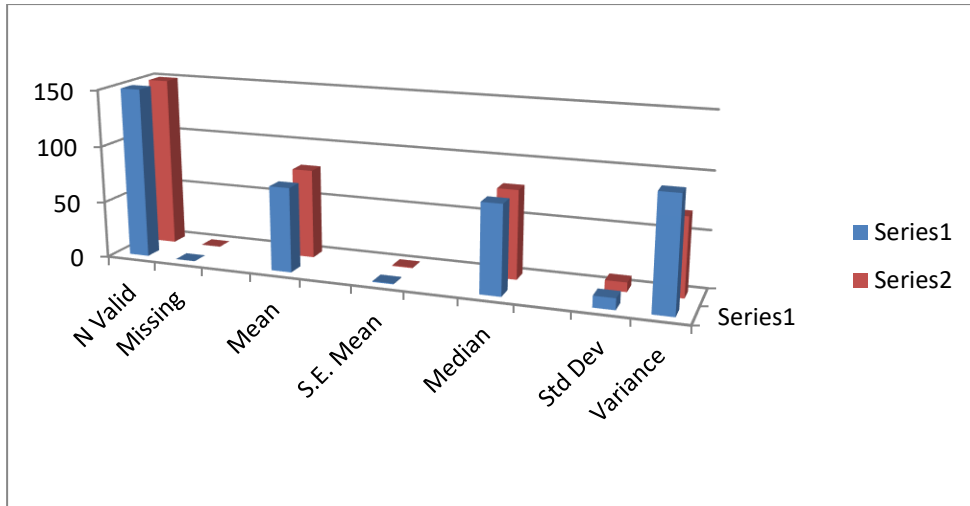
Fig showing statistics for Social media for communication and Perception Towards digital transformation among male young adults

Table 2:One-SampleStatistics for Social media for communication and Perception towards digital transformation for male young adults

	TestValue=0.05					
	t	df	Sig.(2-tailed)	Mean Difference	95%ConfidenceIntervaloftheDifference	
					Lower	Upper
Social media for communication	91.58	149	.000	74.52	72.91	76.12
Perception towards digital transformation	116.39	149	.000	78.85	77.51	80.19

The above table shows that for male young adults there is significant difference between the scores of 't' value of Social media for communication(91.58) and Perception towards digital communication(116.39) at the df level of 149. The score for perception towards digital transformation is too higher than the other even though the mean difference for perception towards digital transformation is significantly higher than the other. It clearly indicates that male young adults have positive view towards the digital transformation. Also male young adults moderately use the social media for communication.

FINDINGS:

After analyzing the collected data the following have been found out-

- It clearly indicates that male young adults have positive view towards the digital transformation.

- Also male young adults moderately use the social media for communication.

CONCLUSION:

Social networking websites make it possible for everyone to interact quickly and efficiently at any time, from anywhere in the globe. Social networking allows us to communicate with people across the globe. Each news story, communication, and update may be accessible and thoroughly updated in a matter of seconds. It's like having the entire world in the palm of your hand. Regardless of demographic shifts, everyone is on

social networks on an equal footing. Addiction is one of the harmful effects of social media or networks. Spending countless hours on social media platforms might cause one to lose focus and attention on a certain activity. People become less motivated as a result, particularly teens and students. Instead of developing the skills and information of ordinary life, social networking mostly depends on technology and the internet. The problems of overloaded information and security become apparent after all the advantages. In essence, the contemporary generation possesses a distinctive capability, namely the instantaneous access to knowledge and the seamless maintenance of social connections through the digital realm. The way individuals navigate and utilise these skills will not only influence their own experiences, but also play a role in shaping the developing structure of a globally interconnected and technologically proficient society.

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