# USER EXPERIENCE ON SOCIAL MEDIA PLATFORMS AMONG COLLEGE STUDENTS IN CHENNAI

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## Abstract

*Social media platforms shape digital interactions, with user experience (UX) influencing adoption, engagement, and satisfaction. This study examines UX factors, including platform design, content format, personalization, and emerging technologies like AI. It also explores the impact of privacy concerns, network effects, and social media on user well-being. Understanding user preferences helps businesses enhance engagement, refine strategies, and foster brand loyalty. Addressing challenges like misinformation and privacy risks requires collaboration among stakeholders. Promoting digital literacy and responsible online behavior is key to creating a safer, more inclusive social media landscape.*

***Keywords:*** *Engagement Behaviours, Privacy Concerns, Social Media Platforms, User Experience (UX), User Preferences.*

## Introduction

Social media platforms shape interactions, information sharing, and community formation in the digital age. User experience (UX) influences adoption, engagement, and satisfaction. This paper explores UX on social media, focusing on content format, platform design, user perceptions, and engagement behaviors.

Platforms leverage user data for engagement and monetization, with personalization and platform architecture playing key roles. Social interactions, advertisements, and emerging technologies like AI enhance UX. Network effects and privacy concerns also impact participation and platform success. This study aims to provide insights into how UX shapes user behavior and the social media landscape.

## Need for Study

Understanding user preferences and satisfaction helps companies refine marketing strategies and boost engagement. Emotional attachment to platforms influences loyalty and trust, strengthening brand presence. Insights into user satisfaction guide platform improvements and feature innovations. Studying these aspects helps companies stay competitive in a changing digital landscape. This research aims to enhance user experience and business growth.

## Scope of the Study

This study examines factors influencing user preferences, satisfaction, and engagement on social media platforms. It explores content relevance, emotional connections, and usability features shaping user experiences. The study also analyzes the impact of advertisements, privacy concerns, and emerging technologies. Data is collected through surveys and interviews with diverse demographic groups. Findings will help improve platform design, marketing strategies, and user interactions.

## Review of Literature

**Ilsun Rhiu & Myung Hwan Yun (2018)** This study analyzes user experience (UX) on smartphones by mining Twitter data. It categorizes UX based on product "smartness" dimensions like autonomy and adaptability. A sample of 19,288 tweets highlighted both positive experiences and areas of dissatisfaction, such as multi-functionality. The findings emphasize using data mining techniques to capture authentic user sentiments for better product design.

**Derek E. Baird & Mercedes Fisher (2005)** This article explores the learning preferences of the "net-centric generation," emphasizing their need for personalized, self-paced learning through interactive media. It discusses how technologies like blogs, podcasts, and social networking tools support these students' learning. The study highlights new digital pedagogy frameworks to enhance engagement and reflection in both synchronous and asynchronous environments.

**Tongqing Qiu et al. (2010)** This paper investigates Twitter's potential to monitor mobile network performance by analyzing user tweets compared to customer service feedback. It finds that tweets often report network issues faster and more broadly. The study suggests that Twitter can complement traditional feedback channels to enhance service performance and provide actionable insights for businesses.

**Pietro Murano & Anna Spagnolli (2019)** This review synthesizes research on user experience (UX) across social media platforms, focusing on factors like usability, engagement, and privacy. It identifies key UX elements such as interface design, content relevance, and social interaction features. The findings provide insights into optimizing UX across platforms like Facebook, Instagram, and Twitter.

**Lucas Parra & Itzel Morales (2020)** This review examines the relationship between UX and user engagement on social media. It highlights how elements like interface design, content personalization, and social features impact metrics such as likes, shares, and time spent on platforms. The study offers insights into improving user engagement through design and marketing strategies.

**Jennifer Preece & Yvonne Rogers (2018)** This article analyzes UX strategies used by leading social media platforms to enhance user satisfaction. It looks at best practices in interface design, content presentation, and personalization algorithms on platforms like Facebook and Instagram. The review provides insights into strategies that create seamless, enjoyable user experiences.

**Anuja Majmundar & S. Shyam Sundar (2017)** This study focuses on the emotional aspects of UX on social media, particularly the emotional responses triggered by features like likes and shares. It examines how these emotional reactions affect user engagement and platform interaction. The review discusses the implications of emotional UX for platform design and content moderation.

**Hao Zheng & Xinru Page (2016)** This paper evaluates how privacy concerns affect UX on social media platforms. It reviews how platform features, data policies, and UI cues influence users' privacy perceptions. The study highlights the importance of privacy in fostering trust and engagement while shaping regulatory frameworks governing data privacy.

## Research Objectives
### Primary Objective

- To analyze the user experience on social media platforms among college students in chennai

### Secondary Objective

- To evaluate how the social media design fosters positive user experiences
- To investigate the impact of social media on user well-being

## Sources of Data

This study employs a quantitative research approach to analyze user preferences and satisfaction on social media through structured surveys, with data collected via Google Forms. The research will begin with a representative sample of 101 active social media users across platforms like Facebook, Instagram, and LinkedIn, using closed-ended questions to gather insights on usability, content engagement, emotional connection, and demographics. The data will be analyzed using descriptive statistics (mean, median, standard deviation) and inferential statistics (chi-square, t- tests, ANOVA), followed by data visualization to uncover key patterns, correlations, and trends. The insights will help companies refine platform features, content strategies, and user engagement.

## Result and Findings
### Demographic Frequency Distribution

**Table 1: Demographic frequency table**

| Demographic | Category | Frequency | Percent (%) |
|---|---|---|---|
| Age | Under 18 | 18 | 17.8 |
| | 18-24 | 72 | 71.3 |
| | 25-34 | 7 | 6.9 |
| | 35-44 | 2 | 2 |
| | 45+ | 2 | 2 |
| Gender | Female | 82 | 81.2 |
| | Male | 19 | 18.8 |
| Occupation | Student | 71 | 70.3 |
| | Employed | 30 | 29.7 |
| Location | Urban | 87 | 86.1 |
| | Sub-urban | 6 | 5.9 |
| | Rural | 8 | 7.9 |
| | **Total** | **101** | **100.00%** |

### Interpretation

The survey sample is predominantly young, with 71.3% of respondents aged 18-24 and 17.8% under 18. Older age groups are underrepresented. The gender distribution shows a strong female dominance, with 81.2% of respondents identifying as female. Most participants are students (70.3%), reflecting the young demographic, while 29.7% are employed.

Geographically, the sample is largely urban (86.1%), with few respondents from suburban (5.9%) or rural (7.9%) areas.

**User Preferences for Social Media Platforms and Their Role in Fostering Community Connections**

Table 2 User Preferences for Social Media Platforms and Their Role in Fostering Community Connections

| Objective Statement | Response Option | Count | Frequency (%) |
|---|---|---|---|
| Top Social Media App Across Demographics | Instagram | 51 | 50.50% |
| | YouTube | 21 | 20.80% |
| | WhatsApp | 10 | 9.90% |
| | Facebook | 2 | 2.00% |
| | X | 2 | 2.00% |
| | Telegram | 2 | 2.00% |
| | Snapchat | 4 | 4.00% |
| | Pinterest | 8 | 7.90% |
| | Discord | 1 | 1.00% |
| Role of Social Media in Fostering Community Connections | Yes | 65 | 64.40% |
| | No | 36 | 35.60% |
| | **Total** | **101** | **100.00%** |

**Interpretation**

Respondents indicated a clear preference for Instagram as their favorite social media platform, with 50.5% selecting it, followed by YouTube at 20.8% and WhatsApp at 9.9%. Pinterest and Snapchat also received notable responses, while platforms like Facebook, X, Telegram, and Discord were less favored. Additionally, 64.4% of respondents felt that social media helps them connect to a sense of community, while 35.6% disagreed. This data highlights Instagram's dominance in user preference and suggests that social media plays a significant role in fostering a sense of community among its users.

**Frequency of Social Media Usage and Impact on Stress Levels**

Table 3 Frequency of Social Media Usage and its Impact on Stress Levels

| Objective Statement | Response Option | Count | Frequency (%) |
|---|---|---|---|
| Assess Frequency of Social Media Platform Usage | Less than once a month | 90 | 89.10% |
| | A few times a month | 9 | 8.90% |
| | Once a week | 2 | 2.00% |
| Impact of Social Media Usage on Stress Levels | Yes | 50 | 49.50% |
| | No | 50 | 49.50% |
| | Maybe | 1 | 1.00% |
| | **Total** | **101** | **100.00%** |

**Interpretation**

The majority of respondents reported using social media platforms infrequently, with 89.1% (90 individuals) indicating that they use them less than once a month. A smaller proportion, 8.9% (9 individuals), use them a few times a month, and only 2% (2 individuals) engage weekly. Regarding the emotional impact of social media, the sample was divided, with 49.5% (50 individuals) stating that social media usage leaves them feeling stressed or overwhelmed, while an equal percentage (50 individuals) reported no such feelings. Only 1 respondent was uncertain. These findings suggest that most respondents engage with social media infrequently, and opinions are split on whether it leads to stress or overwhelm.

**Chi-Square Test**

**Null Hypothesis (H0):** There is no relation between the age group and the u of social media

**Alternative Hypothesis (H1):** There is a relation between the age group and the usage of social media

**Table 4: Chi Square test between Usage of social mediaage groups**

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 3.937a | 4 | .415 |
| Likelihood Ratio | 4.750 | 4 | .314 |
| Linear-by-Linear Association | .477 | 1 | .490 |
| N of Valid Cases | 101 | | |
| a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .95. | | | |

**Interpretation**

Based on the p-values provided for each test, all of them are greater than the conventional significance level of 0.05. Therefore, we fail to reject the null hypothesis. There is no significant relationship between age group and the usage of social media.

It's worth noting that 6 cells (60.0%) have expected counts less than 5, and the minimum expected count is 0.95. This may indicate potential issues with the reliability of the Chi-Square test results, and caution should be exercised in interpreting these findings. Further investigation or alternative statistical methods may be warranted to confirm the results.

**ANOVA Test**

**Null Hypothesis (H0):** There is no significant difference in user satisfaction levels with social media platform features among different usage frequency groups (daily, weekly, monthly, rarely) **Alternative Hypothesis (H1):** There is a significant difference in user satisfaction levels with social media platform features among different usage frequency groups (daily, weekly, monthly, rarely)

**Table 5: ANOVA test between user satisfaction and usage frequency**

| ANOVA | | | | | |
|---|---|---|---|---|---|
| Rate your satisfaction level with how easy it is to use the various functionalities of social media platforms. | | | | | |
| | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| Between Groups | .050 | 1 | .050 | .059 | .809 |
| Within Groups | 84.960 | 99 | .858 | | |
| Total | 85.010 | 100 | | | |

**Interpretation**

The p-value associated with the F-test is 0.809, which is greater than the conventional significance level of 0.05. Therefore, we fail to reject the null hypothesis. There is no significant difference in user satisfaction levels with social media platform features among different usage frequency groups (daily, weekly, monthly, rarely).

In summary, based on the ANOVA results, there is no evidence to suggest that usage frequency groups have a significant impact on user satisfaction levels with the ease of use of various functionalities on social media platforms.

**Correlation**

**Null Hypothesis (H0):** There is no significant correlation between the frequency of social media usage and the number of hours spent per day on social media platforms

**Alternative Hypothesis (H1):** There is a significant correlation between the frequency of social media usage and the number of hours spent per day on social media platforms

**Table 6: Correlation between frequency hours spent**

| Correlations | | How often do you use social media platfroms? | How many hours per day you typically spend on social media platform |
|---|---|---|---|
| How often do you use social media platfroms? | Pearson Correlation | 1 | .276 |
| | Sig. (2-tailed) | | .005 |
| | N | 101 | 101 |
| How many hours per day you typically spend on social media platform | Pearson Correlation | .276 | 1 |
| | Sig. (2-tailed) | .005 | |
| | N | 101 | 101 |
| . Correlation is significant at the 0.01 level (2-tailed). | | | |

**Interpretation**

Correlation Coefficient:

- Pearson Correlation between frequency of social media usage and number of hours spent per day: 0.276
- Significance (Sig.): 0.005 (significant at the 0.01 level, 2-tailed)

The correlation coefficient of 0.276 indicates a positive correlation between the frequency of social media usage and the number of hours spent per day on social media platforms. Additionally, the p-value associated with the correlation coefficient is 0.005, which is less than the conventional significance level of 0.05. Therefore, we reject the null hypothesis and accept the alternative hypothesis. There is a significant correlation between the frequency of social media usage and the number of hours spent per day on social media platforms.

In summary, individuals who use social media more frequently tend to spend more hours per day on social media platforms, suggesting a positive relationship between these two variables.

**Regression**

**Null Hypothesis (H0):** There is no significant relationship between gender and user satisfaction levels with how easy it is to use various functions on social media platforms.

**Alternative Hypothesis (H1):** There is a significant relationship between gender and user satisfaction levels with how easy it is to use various functions on social media platforms.

**Table 7: Regression between gender features satisfaction level**

| Coefficientsa | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 3.833 | .295 | | 12.993 | .000 |
| Gender | .057 | .236 | .024 | .242 | .809 |
| a. Dependent Variable: C5.Rate your satisfaction level with how easy it is to use the various functionalities of social media platforms. | | | | | |

**Model Summary**

- R Square: 0.001
- Adjusted R Square: -0.010
- Standard Error of the Estimate: 0.926

**Coefficients**

- Constant: B = 3.833, Std. Error = 0.295, t-value = 12.993, Sig. = 0.000
- Gender (Gender): B = 0.057, Std. Error = 0.236, Beta = 0.024, t-value = 0.242, Sig. = 0.809

**Interpretation**

The regression model does not provide evidence to support the alternative hypothesis. The coefficient for gender (Gender) is 0.057 with a p-value of 0.809, indicating that gender is

not a significant predictor of user satisfaction levels with how easy it is to use various functions on social media platforms. Additionally, the R Square and Adjusted R Square values are very close to zero, suggesting that the model does not explain much of the variance in user satisfaction levels.

Therefore, based on this analysis, we fail to reject the null hypothesis. There is no significant relationship between gender and user satisfaction levels with how easy it is to use various functions on social media platforms.

**Findings**

The study reveals several key findings about social media usage among college students in Chennai. A significant portion of respondents (71.3%) is young, aged 18-24, with a predominant female demographic (81.2%). Instagram stands out as the most preferred social media platform, with 50.5% of respondents favoring it, followed by YouTube at 20.8% and WhatsApp at 9.9%. A majority (64.4%) believe social media helps them foster a sense of community, highlighting its role in social connections. However, social media usage is infrequent, with 89.1% of participants engaging less than once a month. In terms of emotional impact, responses are divided, with 49.5% reporting stress from usage and 49.5% indicating no stress. The Chi-square test shows no significant relationship between age and social media usage, suggesting that age does not influence platform engagement. Additionally, an ANOVA test reveals no significant differences in user satisfaction levels across different usage frequency groups. The Pearson correlation demonstrates a positive relationship between the frequency of social media use and the number of hours spent on these platforms. Moreover, gender does not significantly affect user satisfaction with platform functionalities, as shown in the regression analysis. Lastly, the study identifies gaps, including the lack of demographic diversity, limited exploration of the emotional effects of social media, and insufficient analysis of long-term psychological impacts, calling for further research in these areas.

**Research Gap**

1. **Demographic Limitation**: The study is dominated by young students, making it less generalizable to older age groups and diverse professional backgrounds.
2. **Stress and Emotional Impact**: While findings indicate a divide on whether social media induces stress, further qualitative research is needed to explore specific causes and coping mechanisms.
3. **Platform-Specific Engagement**: The study does not analyze differences in engagement levels across various social media platforms, which could provide deeper insights.
4. **Long-Term Psychological Effects**: The research does not examine the prolonged impact of social media use on mental health and well-being.
5. **Causal Relationship**: While a correlation between social media usage frequency and time spent was found, causality remains unclear, requiring longitudinal studies for deeper analysis.

## Conclusion

The study explores social media usage, highlighting its role in connectivity and community engagement while addressing challenges like privacy concerns and misinformation. Effective solutions require collaboration among platform providers, businesses, policymakers, and users to enhance digital well-being. Empowering users through digital literacy and responsible online behavior is key to fostering a safer and more inclusive digital space. Continued research and dialogue are essential for shaping a healthier and more transparent social media landscape.

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