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## Ethical Behavior of Youngsters Regarding Social Media

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### Abstract

Ethical behavior is characterized by honesty, fairness and equity in interpersonal, professional and academic relationships and in research and scholarly activities. Ethical behavior respects the dignity, diversity and rights of individuals and groups of people. A sample of three hundred and eighty five youngsters was taken for study from Youngsters in India and the various dimensions of Awareness of LinkedIn Ethics were evaluated with the help of an Interview Schedule. The data collected were analyzed with the help of percentage analysis, reliability, percentage, factor analysis, Confirmatory Analysis and ANOVA. The researcher used IBM-SPSS and AMOS software for analysis and interpretation of data. In a recent study, it was found that ethical behavior of youngsters through social media. It is observed that the variables of ethics on posting and ethics on identity. Thus, the Ethics on posting and Ethics on Identity are equally proportionate.

### Introduction

Ethical Behavior: Most people live by their own morals and ethics and we all have our own beliefs as to what is right and wrong in life. However, it seems that when it comes to social media and having an online presence, some individuals or companies believe that ethical behavior is moot. The dynamics of personal relationships and interactions have changed and some may feel that because they are hiding behind a computer screen and typing the words instead of speaking them, it really doesn't count as unethical behavior. However, social media is now becoming more and more legitimate in business as well as in personal life. The way that a business or individual should professionally act in real life is being transferred into the online world. But are taught as we grow up through face to face interactions, experiences and lessons what we should and should not do. It's important to transfer our values and ethics into social media. Transparency: Transparency is something that is sought after in the professional world so why can't it be sought after in the digital world? Social media is all about creating relationships with your target audience, forming bonds, communities and creating a better understanding of each key target. If you don't stay transparent you risk losing all you have built and your reputation could even be irreparably damaged. There can be no harm done in being honest with your followers – in more cases than not they will appreciate and like you even more for being so. Anonymity everybody has a right to privacy; however in some cases the internet can take privacy a little too far. Anonymity and allowing people to comment anonymously on your website or blog is not consistent with your goal of transparency. Social media is, in its own way, anonymous enough already. Giving individuals the right to log on as anonymous can pose many problems for your business as well as for your audience. People seem to feel as though they can say anything they want once they have that anonymity power and although everybody has a right to privacy, allowing people to choose a user name rather than use their real name is private enough for a public website. Treat others as you would like to be treated It is known as the 'Golden Rule' and is probably one of the most important ethical tips to stand by when it comes to social media. Think of all the things that people do on social media that you personally dislike – whether it be tweet your work without crediting you, selling your personal details to telemarketers or sending you promotional emails once you have accepted them as a friend. Chances are if it annoys you then it will annoy your audience, If social media is all about relationship building then why would it seem ethical to treat your audience in a way that would make them feel used or annoyed? Social media is becoming more and more legitimate in both the professional and personal world. Being ethical and having a code of ethics for your social media campaign or even for your own personal social media channels is vital to stay successful. Definition: Ethical behavior is characterized by honesty, fairness and equity in interpersonal, professional and academic relationships and in research and scholarly activities. Ethical behavior respects the dignity, diversity and rights of individuals and groups of people. This definition is not a denial of the existence of other ethical duties with respect to practice, professional service delivery, and research. Methodology: To find out the Ethical behavior of youngsters in social media. This study is confined to social media. Method has been adopted for selecting 385 respondents. Data were collected from 385 respondents who are using Social media that is LinkedIn, Face-book, YouTube, Whatsapp and Instagram. Sample consisted of both males & females, who have been contacted through Google form. A self-designed interview schedule was framed using from "ethical behavior of social media" with comparative weight of one to four. Data was collected from social media users. Data collected through Google form. It is classified, coded, tabulated and analyzed with the help of Statistical Package for Social Sciences (SPSS) and AMOS. The data was analyzed using percentage, Confirmatory Factor Analysis, Reliability, ANOVA

and Factor Analysis for Ethical behavior of youngsters in social media. Review: Marie S. Mitchell et.al: The articles in this special issue address this important research agenda and make significant contributions to our understanding of ethics in organizations. Our introduction synthesizes these works, provides an overview of issues facing the broader behavioral ethics literature, and discusses areas for future research. Dr. Ime N. George : It is pertinent to acquire moral standards and values that will mold them into personalities ready to lead for the progress of the society. This paper is a discourse on how our changing society impacts on youth and moral values. Research Gap: The above review paper is a discourse on how our changing society impacts on youth and moral values and the articles in this special issue address this important research agenda and make significant contributions to our understanding of ethics in Social Organizations. The present study deals with the issue of ethical behavior of Youngsters in the modern context where the social medias platform is highly utilized by the modern day youngsters. Research on this area is an emerging trend and hence the study is substantiated.

### Results and Discussions

Demographic Profile: From the responses gathered from 385 youngsters, It is inferred that (33.2%) within the age group of 18-20, (24.9%) between the age group of 21-29 and (41.8%) between the age group of 30-35years. (38.4%) consist of males and (61.6%) female. (3.1%) has completed School Level education, (33.2%) have completed Graduation, (29.1%) have completed Post Graduation, (33.8%) have completed M.Phil and PhD and (.8%) have completed other course of education. (27.5%) in Private Employment, (15.8%) in government employee, (50.6%) college students, (2.9%) Home maker (1.8%) in Business people, and (1.3%) involved in other occupation. (58.7%) Nuclear family and 37.9 of the respondents are (58.7%) nuclear family. 220 (57.1%) of the respondents have no social media ethics, 50 (13%) do not know social media ethics and 115 (29.9%) may or may not know the ethics of social media. Hence, most of the youngsters between the age group of 30-35years, 61.6 percentages of the respondents are female, 33.8 percentages of the respondents have completed M.Phil and PhD, 50.6 percentages are college students and 58.7 percentages of the respondents are nuclear family, Majority of the respondents 220 (57.1%) are knowledge about the social media ethics.

**TABLE 1.** KMO and Bartlett's Test of Social Media Moral Behavior

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.961
Bartlett's Test of Sphericity	Approx. Chi-Square		5949.156
	df		120
	Sig.		.000

Source: Primary Data

The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.961 with the Chi-Square value of 5949.156 for degrees of freedom of 120 and test of significance is 0.000 which is below the significance of 0.05. Hence the Bartlett's Test of Sphericity permits for further analysis of data.

**TABLE 2.** Reliability Statistics of Moral Behavior

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig
Between People		1807.619	384	4.707		
Within People	Between Items	797.963	15	53.198	208.106	.000
	Residual	1472.412	5760	.256		
	Total	2270.375	5775	.393		
Total		4077.994	6159	.662		
Grand Mean = 1.64						
Reliability Statistics						
Cronbach's Alpha			N of Items			
.946			16			

Source: Primary Data

It is known from the ANOVA test that the mean square Between People is 4.707 and Between Items is 53.198. The F value is 208.106 and is statistically significant as the p value is less than 0.05. The grand Mean is 1.64 and so it is stated that all the variables taken for analysis Are statistically significant and are amenable for further analysis. The Reliability Statistics Cronbach's Alpha is .946. All the 16 variables are reliable and statistically significant.

**TABLE 3.** Component Transformation Matrix

Ethics on		
Components	Posting	Identity
Ethics on Posting	.992	.129
Ethics on Identity	-.129	.992

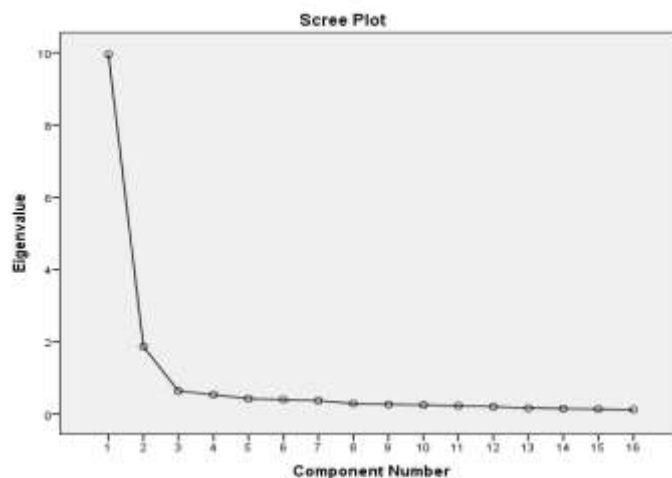
Source: Derived: It is inferred that the component Ethics on posting .992 negative relationship with Ethics on Identity -.129, positive relationship with Ethics on Identity.992. Thus, the Ethics on posting and Ethics on Identity are equally proportionate.

**TABLE 4.** Rotated Component Matrix of Behaviors of Ethics

Statements	Components		
	Ethics on Posting	Ethics on Identity	Communalities
Do you cross the limit by posting gender sensitivity articles, images and videos	<b>.908</b>		.575
Unethically provoked people by sharing some pictures and clippings	<b>.896</b>		.686
Do you use fake identity	<b>.895</b>		.675
Do you hack things on social media	<b>.891</b>		.792
Are you a hacker/ misuse other on social media	<b>.890</b>		.641
Do you misuse others id	<b>.890</b>		.718
Do you interfere in others privacy on social media	<b>.886</b>		.733
Do you browse unwanted things on the internet and have the habit of sharing it to friends	<b>.884</b>		.807
Are you tempted to cross your integrity on social media	<b>.878</b>		.629
Do you share Anti-social memes and posters	<b>.852</b>		.828
Do you favor any political Party/ religion/ race/ color/ and creed on social media	<b>.847</b>		.786
Do you post picture/ video/ words/ images that annoy others	<b>.801</b>		.786
Does your behavior differ towards the other gender in social media	<b>.792</b>		.772
Do you have your own identification or use a fake identity		<b>.822</b>	.803
Do you give your original Profile picture and Name		<b>.796</b>	.793
Does your behavior is pleasant in social media		<b>.728</b>	.798
<b>Variance</b>	<b>61.37</b>	<b>12.52</b>	
<b>% of Variance</b>	<b>61.37</b>	<b>73.89</b>	

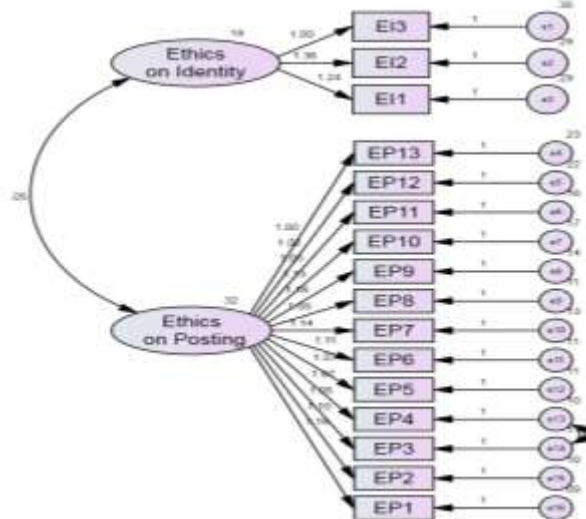
Source: Primary Data

There are sixteen variables is divided into two groups .They are first thirteen variable is under the named as Ethics on Posting and next three variables under the name as Ethics on Identity.Ethics on Posting: First thirteen variables named as, Do you cross the limit by posting gender sensitivity articles, images and videos (.908), Unethically provoked people by (.896), Do you use fake identity (.895), Do you hack things on social media (.891), Are you a hacker/ misuse other on social media (.890), Do you misuse others id (.890), Do you interfere in others privacy on social media .886), Do you browse unwanted things on the internet and have the habit of sharing it to friends (.884), Are you tempted to cross your integrity on social media (.878), Do you share Anti-social memes and posters (.852), Do you favor any political Party/ religion/ race/ color/ and creed on social media (.847), Do you post picture/ video/ words/ images that annoy others (.801), Does your behavior differ towards the other gender in social media (.792) and Total variance is 61.37.Ethics on Identity: Second part of three variables is named as, Do you have your own identification or use a fake identity (.822), Do you give your original Profile picture and Name (.796), Does your behavior is pleasant in social media (.728). All the variables are statistically significant.

**FIGURE 1.** Scree Plot of Behaviors of Ethics

The scree plot shows that there are two statements which are above the eigen value of one and are sloping upwards and the rest sixteenth statements are ranked below the eigen value of one and are sloping downwards.

**FIGURE 2.** Confirmatory Factor Analysis Behaviors of Ethics



**TABLE 5.** Fitness of Model Indices

Chi-Square	Degrees of Freedom	Sign (p value)	F-Ratio	Comparative Fit Index (CFI)	GFI	AGFI	RMSEA
		< 0.05	< 3	> 0.90	> 0.90	> 0.80	< 0.08
305.572	102	.000	1.060	.966	.907	.876	.072
		Yes	Yes	Yes	Yes	Yes	Yes

Source: Primary Data

The model statistics shows that the value of Chi Square is 305.572 for degrees of freedom 102 and is statistically significant as the p value is 0.000 which is less than the standard value of 0.05. the value of F ratio is 1.060 which is within the control limit of less than 3, Comparative Fit Index (CFI) is 0.966 which is less than the limit of greater than 0.90, GFI is 0.907 which is less than the limit of greater than 0.90, AGFI is 0.876 which is less than the limit of greater than 0.80 and the value of Root Mean Square of Approximation (RMSEA) is .072 which is more than the limit of less than 0.08. Hence the model is correct fitness of the model.

**TABLE 6.** Regression Weights of the model

		Regression Weights	S.E.	C.R.	P
EI3	Ethics on Identity	1.000			
EI2		1.357	.156	8.680	.000
EI1		1.244	.142	8.764	.000
EP13	Ethics on Posting	1.000			
EP12		1.023	.062	16.474	.000
EP11		1.053	.059	17.976	.000
EP10		1.125	.062	18.087	.000
EP9		1.159	.061	18.847	.000
EP8		1.083	.056	19.277	.000
EP7		1.144	.060	19.101	.000
EP6		1.114	.058	19.349	.000
EP5		1.073	.056	19.259	.000
EP4		1.067	.055	19.301	.000
EP3		1.055	.055	19.191	.000
EP2		1.102	.056	19.571	.000
EP1		1.158	.058	20.024	.000

Source: Derived

As per Standardized Regression Weights, it is noted that all the sixteenth statements taken into consideration in the deciding of the ethical Behavior of Social Media are divided into two statements are named as Ethics on Identity and Ethics on Posting. Thirteen variables among the 16 variables are categorized under the title Ethics on Posting and the next three statements (variables) are categorized under the title Ethics on Identity. All the 16 variables are statistically significant as per the p values are less than 0.05 and the model indicate the correct fitness of the model.

### Conclusion

Ethics is the concept of what is good, bad, right and wrong. In social media, the right ethic equals the right perspective and the right thinking on how to leverage social media appropriately and how to engage people in the right manner. Etiquette is a code of behavior within the context of our society. As a field, behavioral ethics has made great strides in understanding the awareness of ethical and un-ethical conduct. The articles presented in this special issue represent what the researcher considers to be behavior on social media. The Ethics on posting and Ethics on Identity are equally proportionate. The model statistics shows that the value of Chi Square is 305.572 for degrees of freedom 102 and is statistically significant as the p value is 0.000 which is less than the standard value of 0.05. the value of F ratio is 1.060 which is within the control limit of less than 3, Comparative Fit Index (CFI) is 0.966 which is less than the limit of greater than 0.90, GFI is 0.907 which is less than the limit of greater than 0.90, AGFI is 0.876 which is less than the limit of greater than 0.80 and the value of Root Mean Square of Approximation (RMSEA) is .072 which is more than the limit of less than 0.08. Hence the confirmatory factor model is correct fitness of the model and it is proved that majority of the youngsters are aware and behave accordingly in the Social Medias.

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