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# Impact of Social Media on Youth

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## ABSTRACT

Social media is the newest form of media for communicating and sharing thoughts, ideas, photos, videos etc. among group of people. Social Media has become a part of one's daily life. Social media is an umbrella term which includes media such as WhatsApp, Facebook, Instagram, Twitter, Blog etc. It is a communication platform and allows everyone to share content that other individuals can share with their online connections in turn. It offers a range of advantages and opportunities for young people to empower themselves in a variety of ways. Young people can maintain social connections and can be in touch with their relatives who are far away. It has become a place where we spend many hours for various purposes. The present study aims to identify the impact of social media on young mind. The study involves the random selection of 100 youngsters from Rajkot city, Gujarat.

**Keywords: Social media, Social network, Youth**

## Introduction

Social media is a set of collective channels dedicated to varieties of input, communication, sharing and collaboration for online communication sources. The various forms of social media are mainly based on websites, applications, blogging, social networking, social bookmarking, and wikis. The lifeblood of social media is user-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions. For the website or app, users create service-specific profiles designed and maintained by the social media organisation.

By connecting the profile of a user with those of other people or groups, social media facilitates the development of online social networks. In order to create highly interactive platforms through which individuals, communities and organisations can share, co-create, discuss, and modify user-generated content or pre-made content posted online, social media uses web-based technologies, desktop computers and

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mobile technologies (e.g., smartphones and tablet computers). They introduce significant and omnipresent changes in communication between companies, organisations, groups and individuals. The way people and large organisations interact is altered by social media. The focus of these changes is on the emerging field of techno-self-study.

A statistic shows the number of social network users in India from 2015 to 2022. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021(Statista, 2017).

## Literature Review

Annapoorna Shetty, Reshma Rosario, Sawad Hyder (2015) had studied the impact of social media on youth. Their goals were to understand the level of awareness of the use of different social networking sites, to search for the level of trust in social media information, to understand different issues and to check youth behaviour towards social media. For the research, 100 respondents were asked to fill in the questioner. They conclude that if social media use in a positive way then it can develop the career of young people, skills, life style and so on by asking various questions such as necessity, positivity, helpful in education, helpful to get knowledge etc.

Nia Crawford, Loebig (2015) in their research on *How Does Social Media Effect Youth?* opined that Social media has valuable and at the same time harmful impact on youth. It allows young people to thrive and grab downward, so young people must be cautious. Young people interact with many individuals and promote themselves in their careers. Social media allows adolescents to share their views with others.

Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra (2017) published a paper titled *A Study on Impact of Social Media on Youth*. The research was conducted in and around the Karnataka district of Dharwad. For the study, a random sampling method was used. The sample size was 50 in total, including

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both boys and girls. The data collected was tabulated and analysed using frequency, percentage, index, and correlation. The majority of the respondents were from the 18-to-20-year age group. Most of the respondents (64.00 percent) were male fallowed by 36.00 percent were female. Most (64.00 percent) of the respondents studied PUC and diploma fallowed graduation (36.00 percent). 90 percent of respondents use the internet for assignment and class notes searching. Next, the majority of 74 percent of respondents use the internet to download a lot of music, videos and movies. 70% of respondents love watching videos when 68% of respondents are addicted to online games whenever they are connected to the internet. 60% of respondents said they use social media such as Facebook, Twitter, Instagram, and WhatsApp to upload videos and photographs.

Shabnoor Siddiqui and Tajinder Singh (2016) had done the study on *Social Media it's Impact with Positive and Negative Aspects*. The impact of social media on various fields such as education, business, society, youth, etc. was analysed for their study. They had added some statements in the conclusion area such as, As the technology is growing, social media has become the routine for every person, people are seen addicted to these technologies every day, Business uses social media to improve the performance of an organisation in various ways, such as to achieve business goals, Youngsters are seen daily in contact with these media. Social media has various merits, but it also has some demerits that negatively affect people, false information can lead to failure of the education system, wrong advertising in an organisation will affect productivity, social media can abuse society by invading the privacy of people, some useless blogs can affect young people who can become violent and can take some inappropriate actions. Finally, their main conclusion is that social media use is beneficial, but should be used in a limited manner without becoming addicted.

Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe (2014) had worked on *An Impact of Social Networking Sites on Youngsters*. Their goals were to understand the level of awareness of

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the use of various social networking sites, to study the type of social issues discussed on social networking sites, to find out the relevance of information received from social networking sites, to understand the impact on young people of social networking sites. They use a questioner for the purpose of research. Their conclusion was that among young people, social networking sites are very popular, with the majority stating that they are active members of social networks.

## Objectives of the Study

- To know the major type of social media used by the youngsters of Rajkot city

- To understand and explore their motive behind using the social media platforms

- To study the positive and adverse impact of social media on young minds

## Methodology

For the present study, the researcher used the Survey method. The data was collected from 100 youngsters belonging to 15-20 age group in the form of questionnaires. Method of convenience sampling used when selecting respondents. To analyse the collected data, Chi square and regression instruments were used. From journals, books and websites, secondary data was collected.

## Social Media and Youth

The majority of youngsters are now shifting from television to social media. Social media influences the lifestyles of young people and helps them build a worldwide network. Social media makes it easy to establish a connection with anyone by expressing their likes and dislikes, which can be done easily. By texting, sharing photos and videos with their friends, they are able to connect with everyone and the

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information can be passed on immediately at a lower cost. A platform for discussing some burning current issues is provided by social networking.

Social media is a channel through which they are able to share with their peers their thoughts and feelings. As young people grow, they get guidelines for the issues in their lives as they are in a dilemma as to what can be done. They book movie tickets online for movie show, a hotel, a flight and train tickets. As the young are more conscious of politics, social media has facilitated political change too.

In the lives of teenagers and young adults, social media plays a very significant role. It is also an easy way to connect with individuals across the region in which they live. Social media affects young people both positively and negatively. Youth can be described as a period of life, a period between childhood and adult age, when one is young. Social media sites provide a platform where, depending on their common interest and discipline, young people can create groups and pages and build links and opportunities for their careers by updating different topics for discussion. Young people are more dependent on social media for the latest data. The younger generation says that social media is a component of their lives and makes life easier and more effective. Social media sites make it possible for them to communicate quickly and efficiently. This helps build social relationships and makes it easier for friends and families living outside the country and even closer members of the family to get in touch. It takes over 15 seconds to write updates, and with cross-posting switched on over social networks, the updates get to everyone you want to reach. It gives young people a place to express themselves and helps to develop social skills that allow them to contextually assess and interpret different situations and mentally prepare themselves for later situations.

## Data Analysis

### TABLE-1

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**Distribution of Respondents Based on Gender**

| Sr. No. | Gender | Total Numbers |
|---------|--------|---------------|
| 1 | Girls | 39 |
| 2 | Boys | 61 |

From the above table, it is observed that out of total respondents (100) 61 of them were boys and 39 girls. It does not mean that most of the social media users are boys because it depends on the gender ratio. This is just a random sampling of 100 which include both girls and boys who are between age of 15 to 20.

**TABLE-2**

**Distribution of Respondents Based on Type of Social Media Application They Use**

| Sr. No. | Name of Application | Total Numbers |
|---------|---------------------|---------------|
| 1 | Facebook | 90 |
| 2 | WhatsApp | 100 |
| 3 | Instagram | 84 |
| 4 | Twitter | 17 |
| 5 | Telegram | 26 |

From the above given table, it can be observed that all youngsters are using WhatsApp in their smart phone. The next widely used application after WhatsApp is Facebook and Twitter and Telegram are used by the least number of respondents.

**TABLE-3**

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**Distribution of Respondents Based on Their Accessibility**

| Sr. No. | Access to Social Media | Total Numbers |
|---------|------------------------|---------------|
| 1 | Everyday | 16 |
| 2 | Every Hour | 78 |
| 3 | Sometimes | 06 |
| 4 | Not at All | 00 |

This table shows the information of how often the youngsters open their phone and check social media application. The result shows that out of 100, 78 youngsters check their Apps after each hour. 16 of them check it once in a day and 6 of them check sometimes only.

**TABLE-4**

**Distribution of Respondents Based on Their Purpose of Using Social Media**

| Sr. No. | Purpose | Total Numbers |
|---------|---------|---------------|
| 1 | To learn and get new knowledge | 22 |
| 2 | To make new friends and maintain relations | 90 |
| 3 | To have fun | 75 |
| 4 | To share interests | 12 |

This table provides information regarding the purpose of using the social media by the youngsters. 90 youngsters responded that they use it for making new friends. 75 young persons use it for time pass and fun. 22 out of total respondents use it for learning purpose and only 12 of them use these Apps for sharing

their interest and thoughts.

## Impact of Social Media on Youth

From the above discussion, it can be said that social media plays a vital role in a young person's life, but it also has a negative effect on them. It stated that social media generates social isolation, according to the BBC news report, because most young people tend to spend many hours on social media, they rarely have face-to-face interaction (BBC,2009). In many research studies, scientists have evaluated social isolation and found that it can lead to a host of mental, psychological, emotional and physical problems, including depression, anxiety, somatic complaints and many others (Danielle Reed 2017).

The lives of people, especially youth, are largely influenced by what is posted by other people on their profiles. Their habits are more affected by what their friends do, and less by their parents' teachings. Even though some of them are immoral or illegal, actions that attract more public attention hold more value. Social media has decreased the capacity of young people to learn and study. We are all aware that social media can give young people a lot of useful information and knowledge. That information can, however, cause young people to start believing and relying more on social media information. Studying, learning good habits and gaining knowledge are the most important things in the life of a young person, but today, we see that students neglect their studies by spending a lot of time on social media sites. Participating in social networking actively and frequently can adversely affect their grades or hinder their journeys to their future careers.

Instead of sharing and experiencing face-to-face interaction with others, they were more engaged in cyber communication. It can lead to an addiction that inculcates bad habits by getting too involved in social media. As one of the dangers of social media, cyberbullying is often cited. This happens when a person uses platforms such as Facebook to take a dangerous action towards someone. For the bully, it seems easy

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because they do not see the reactions of their victim in person, and thus the impact of the consequences is less. There are many well-published cases of serious online attacks by young people that prompt suicides or inflict physical or emotional scars on others. Young people nowadays enjoy posting their daily lives and personal data on social media such as Facebook, Twitter and Instagram. It's a trend for young people to showcase everything they've done to people (M. Loking, Castillo, 2012). Statuses, photos and videos of social media users remain indefinitely available. Therefore, young people who use social media are often highly likely to be exposed to cybercrimes and hazardous situations such as abduction, murder and robbery. This is because regular social media users tend to post a lot of their personal information and the fact that social media has low-security systems makes it easier for anyone to access their personal information.

## Major Findings

- 61% respondents are boys while 39% of them are girls.
- WhatsApp is used by all the respondents.
- The least used Application is Twitter. i.e., 17% of total respondents are using it.
- 78% respondents have over access of social media. They are checking it at every hour.
- 90% youngsters are using social media for making new friends and maintain relations.
- 22% youngsters are using social media for learning and study purpose.

## Conclusion

Due to the advancement of technology, social media and young people are widely discussed worldwide. The growth of social media involving social networks is very popular among young people, especially Facebook, Twitter, Instagram, etc. Although these have enormous positive effects among young people, they also have negative effects. In creating social distrust where they have aggressive, threatening behaviour, this obviously influences the personal life styles of young people. It is most often at higher risk of

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cyber bullying when someone sends threatening messages or discussions while using social media. It is common to share too much information posts, images, leading to privacy issues of theft while updating the status. Spending more time online often does not matter to face-to-face communication and rely on cyber communication.
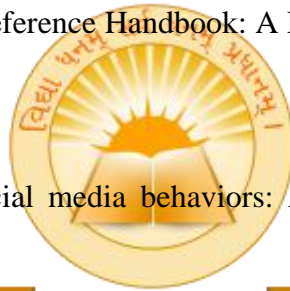
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