

SOCIAL MEDIA EFFECT ON YOUTH

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ABSTRACT - Social media is a Platform for people around the world to discuss their views, opinions, and issues. Social media is a term used to define the interaction between groups of people or individuals in which they create, share, and exchange images, videos, ideas, interests and many more things over the internet and in virtual communities. Everyone has started using mobiles and social media sites such as Facebook, Instagram, Twitter, Snapchat etc. which has made social media the important aspect of their life. Children now-a-days are growing up surrounded by mobile phones and social media which is transforming their behavior towards their parents, peers. In this paper we'll see the positive and negative impact of social media in youth, students.

1. INTRODUCTION

A Social media is an online platform used by people to build social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is remarkable. Teenagers are using more social media sites such as Twitter, Instagram, and Facebook, which has made the social media a vital aspect of their life. It is becoming clear that social media has become an important part of people's lives.

2. REVIEW OF LITERATURE

Literature review provide the results of previous studies relating to the topic and it helped to select appropriate objectives and methodology for further enhancement on the topic.

Teens and youth are the future and builder of the nation, they are growing up as a part of Net Generation. They're growing up as a district of internet Generation. They'll simply use the newest technology including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers.

Tapscott (1998) described that, youngsters grew in digital surroundings and digital attainment gave liberty to youngsters in respect to adolescent within the world. Youngsters had confidence on internet. Digital media has provided opportunities to contribute with those countries that have ICT (Information Communication Technology).

According to Livingstone and Bober (2003), social media was the main reason behind the generation gap in many ways in which like lack of awareness, recognition of domestic rules, and in what kids were really acting and what were parents' opinion about their children's doing. People forgot their rituals and traditions because of more use of social media.

Berson and Berson (2005) stated that high use of internet linked high risks, and there was no risk of simple use of internet. In early childhood, they did not know about risks, and that they would like a guide. In teenage, that they had not developed talents to form life's decisions. Elola and Oskoz (2008) said, Social media was very helpful in developing business relationships with other states and social media had positive effect in developing and understanding cultural relationships.

Brady, Holcomb, and Smith (2010) stated that social media has provided efficient ways for education. Students used social media for e-learning.

Lusk (2010) said that social media could be used for educational functions by students. Students might learn and enhance their communication skills by the utilization of social media. Social media has provided new web tools which could be used by the students to raise their learning skills.

According to Jacobsen and For+ste (2011), media had a negative impact on grades, about two-thirds of the students were used media while doing schoolwork, at school that had a foul impact on their grades.

Kalpidou, Costin, and Morris (2011) said that there was a relationship between social media and grades, Ohio State University described in his study that those students had low grades who spent their time on social media, then those that didn't spend their time on social media.

According to Waddington (2011), adolescent thought social media as a component of their culture; not a craze. It might enhance their ability and that they used it as an academic tool.

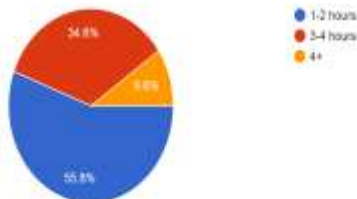
In this paper we have a tendency to study varied social networking sites and the way it's moving youth, teenagers.

3. METHODS AND MATERIAL

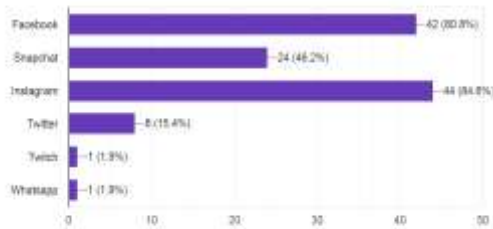
Quantitative methodology is chosen for the analysis. Information was collected using primary information set through the distribution of questionnaires. Additionally, the grouping of various kinds of data from the respondents, questionnaires are going to be acceptable for this analysis which change can get the particular data. For this research google form was used to collect data, in survey number of questions was asked from teenagers.

4. DATA & RESULTS

How many hours a day do you spend on these sites?
52 responses



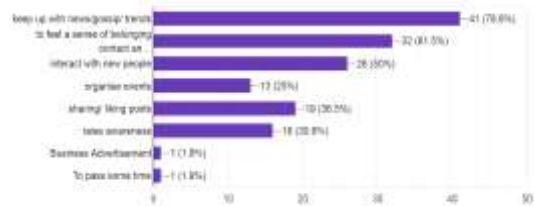
1. What social networking sites do you use?
52 responses



Total number of people who took part in the survey were 52. It has been seen that the most used social media platform is Instagram 84.6% of respondents uses it daily, the second most used is Facebook with 80.8% active respondents, then comes Snapchat with 46.2%, 15.4% respondents uses twitter, and 1.9% uses twitch(live streaming platform for gamers) and WhatsApp.

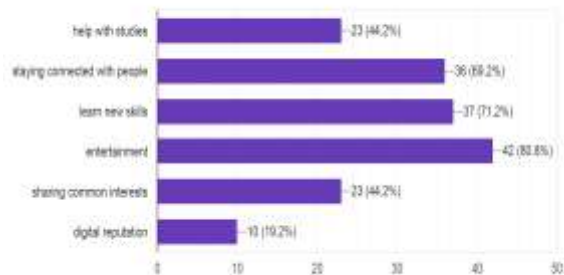
From this survey it is seen that most of the teenagers spend only 1-2 hours a day on social media which is 55.8%, teenagers who spend 3-4 hrs./day are 34.6%, and teenagers who spend more than 4 hrs./ day on social media are 9.6% of total result.

3. Why do you use these social networking sites?
52 responses



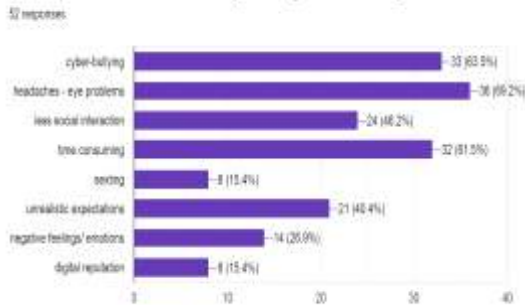
It's been resulted that 78.8% uses social media to keep up with news/gossip/ trends, 61.5% uses social media to feel a sense of belonging contact and connect with friends/family, 50% uses social media to interact with new people, 25% uses social media to organize events, 36.5% uses social media for sharing and liking posts, 30.8% uses social media to raise awareness, 1.9% uses social media for business advertisement.

What are personal benefits of using social networking sites?
52 responses

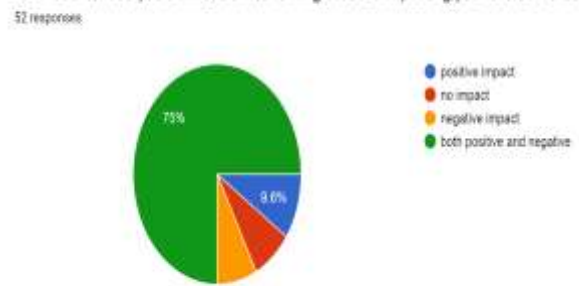


Personal benefits teenagers gained is 44.2% respondents found that social media benefits them in studies, 69.2% respondents found that social media benefits them to stay connected with people, 71.2% respondents found that social media benefits them in learning new skills, 80.8% respondents found that social media benefits them through entertainment, 44.2% respondents found that social media benefits them to share common interests, 19.2% respondents found that social media benefits them keep digital reputation.

What do you believe are the disadvantages of using social networking sites?



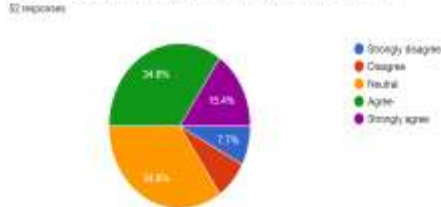
To what extent do you think social networking sites are impacting your overall wellbeing?



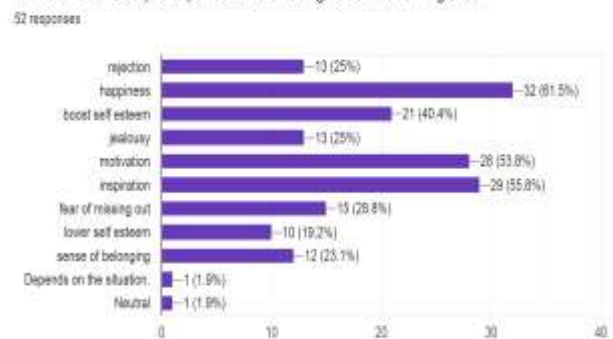
Disadvantages of using social media sites respondents think are 63.5% respondents says that social media leads to cyberbullying, 69.2% respondents says that social media causes headaches-eye problem, 46.2% respondents says that social media causes less social interaction, 61.5% respondents says that social media is time consuming, 15.4% respondents says that social media encourages sexting, 40.4% respondents says that social media leads them to have unrealistic expectations, 26.9% respondents says that social media brings them negative feelings and emotions, 15.4% respondents says that social media stress them to keep digital reputation.

A high number of respondents for this question believe that social networking sites impact their lives both positively and negatively about 75% believe this. Out of this, some of the respondents i.e. 9.6% believe that social networking sites have only positive impact on their life or their overall well-being, the others believe that such sites cause negative impact and no impact on their life.

Do you think privacy policies are effective in social networking sites?

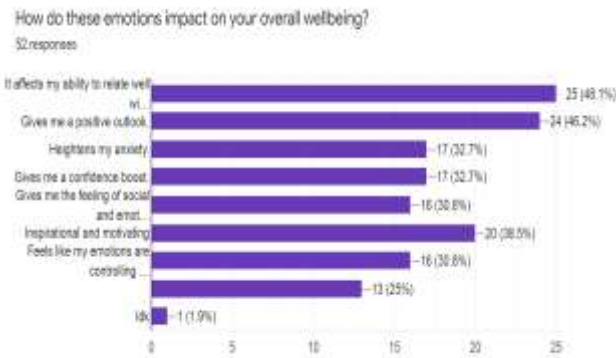


What emotions do you experience when using social networking sites?



Out of the total 52 responses on this question a high number of people approximately 34.6% believed that social networking sites are neutral regarding the privacy policies of the users, The other respondents think different, 34.6% believe that social networking sites and its privacy policies are effective or they agree with it, 15.4% respondents strongly agrees it have effective privacy policy.

This graph shows the percentage of people that experience various emotions while using social networking sites 25% of the total respondents experience rejection, the most number of people believe that is 61.5% experience happiness after using social networking sites, 40.4% or respondents believe that various social networking sites help boost their self-esteem, 25% experience jealousy out of the social networking sites, other people believe that such social networking sites motivate and inspire them which is 53.8% & 55.8% respectively, 28.8% of the total respondents experience the fear of missing out, 23.1% of the respondents experience the sense of belonging, Others i.e. 1.9 % think that it depends on the situation what they are feeling neutral.



The following questions was to see how these various emotions impact on the overall well-being.

Out of this 48.1% believe it affects their ability to relate well with others, a high number of respondents i.e. 46.2% think it gives them a positive outlook, 32.7% of the respondents said that it heightens their anxiety, 32.7% of the total respondents say that it gives them a confidence boost, 30.8% respondents believe it gives them the feeling of social and emotional connection, 38.5% respondents feel that its inspirational and motivating to them, 25% believe that their emotions are controlling them.

5. DISCUSSION

This survey investigates the effects of social media on youth. The results shows that respondent uses Instagram and Facebook the most, 50% of people are seen using social media for 1-2 hrs./day and other 50% are seen using it for around 3-4+ hrs./day.

It is found that social media have both positive and negative effect on youth.

Positive effects of social media are:

- It helps respondents to keep up with news and gossip and to feel a sense of belonging.
- It keeps them entertained.
- Help them to learn new things.
- Keeps them connected with friends and family.
- To share common interest.

Negative effect of social media are:

- It is time consuming.
- Cyber bullying.

- Unrealistic expectation.
- Negative feelings.
- Less social interaction.

6. CONCLUSION

Social media has been proven to have both positive and negative effects on our youths. Individuals should make a conclusion whether use the sites or stop or even make less usage. The education curriculum should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage and how it can affect them.

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