

Impact of Social Media on Youth

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Abstract: *The extensive use of social media in India has been on the rise among the new generation youths. In today's world, use of social media has become an integral part of everyday life of human being. This paper throws a light on pattern of social media usage and its impact on youth. The new age social networking culture has been accepted and got an enthusiastic response. It is evident from the studies that social media has both positive and negative impact on youths.*

Keywords: Social Media, Social Networking, Impact and Youth

I. INTRODUCTION

Social Media refers to array of applications such as WhatsApp, Facebook, Twitter, LinkedIn, and YouTube etc. and websites through which people share the information and appreciate major events that happens around them. Social media is in progress from the early of the 21st century. Social media tools provide better way of opportunities and interaction to learn different foreign languages.

With the advent of social media, the world become a global village. Through social media platforms, users can connect with other people within seconds, share their ideas, and provide comments on different area of interest and issues. People of different culture can also talk on any issue and also search for information about other countries.

The National Youth Policy (NYP)-2014 has defined 'youth' as persons in the age-group of 15-29 years. Youths and students use social media for varied purpose like learning, entertainment, and also for innovation. Social media influence youth's life and it has both positive and negative impacts. Assad Ali et al (2016) from their studies, found that social media plays vital role in providing learning and job opportunities to the students.

II. LITERATURE REVIEW

Livingstone and Bober (2003), pointed out that the main reason for generation gap is increased use of social media and people forgot their rituals and traditions due to the overuse of social media. Brady, Holcomb, and Smith (2010) stated that social media had provided good platform ways for an education and students uses social media for e-learning. Lusk (2010) said that, social media could be used for an academic purpose by students. Students can learn and enhance their communication skills. Social media has new web tools which can be used by the students to advance their learning skills.

Kalpidou, Costin, and Morris, (2011) stated that there is a relationship between social media and grades and according to Jacobsen and Forest (2011), social media had negative effect on grades and further told that two-thirds of the students were used social media while doing homework had bad impact on their grades. Ohio State University described in its study that those students who spent them most of time on social media had low grades and those who did not spent their time on social media had high grade.

OBJECTIVES

The main objective of this study is to analyses the impact of social media on youth. It also to assess how youth use social media in their day to day life and its impact on youth in terms of educational learning, entertainment, in quest of job opportunities, communication, enhancing skills, and online shopping

III. METHODOLOGY

In the present study, descriptive type of research is used which describes the characteristics of a group or individuals and their perception about the social media and its impact on youth. The research is qualitative in nature.

SOURCES OF DATA

Researcher has collected the primary data with youth through the structured questionnaire. Secondary data has been collected from various articles, journals, magazines

ASPECTS OF SOCIAL MEDIA

There are many positive aspects of social networking, but there are equally as many as negative that come along with use of various tool of social media.

Positive Aspects

Education: Social networking technologies allows one to share a thought or two. It helps a person from one end of the world to connect and exchange their ideas with a person on the other end of the world. It is not just a source of entertainment but influential too.

One can adopt its benefits to gain positive results in education. Knowledge on Politics: Social media provides platform to its users to get conceptualized by internal efficacy, which refers to the citizen’s own competence to understand and participate in politics, and external efficacy, or beliefs about responsiveness of governmental authorities and institutions to citizens demand. Awareness: Students can utilize social media to spread social awareness and kindness. Social Benefits: Social networking sites can help youth to connect with friends. Social networking sites allow youth to live a life unchecked by small talk. Job Opportunities: In fact, many organizations have created their own pages on Facebook and share information with other users.

Negative Aspects

Lack of privacy: Social networking has drastically changed the way people interact with their friends, associates and family members. Although social networks, like Twitter, Facebook, Google+, YouTube, play a major role in our day to day lives, it poses serious privacy risks. When using these social media sites, it is quite important to know and understand the privacy risks involved in it. Waste of time: There are some reasons why social networking is a waste of time: -

- Time logging into the social sites
- Effects on health, study and work

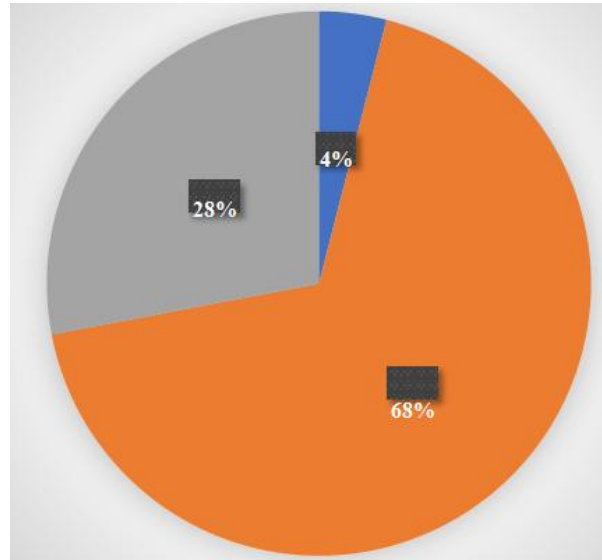
Instances of online exploitation have become rampant these days. These sites are harmful especially for teenagers and Lack of anonymity.

Cyber bullying: Cyber bullying mostly take place on social networking sites and blow down pages. While 30% of the students in middle and high school have been identified as victims, 18% of the affected students are girls as compared to 12% boys. 15% of these victims attempt suicide out of depression.

IV. DATA ANALYSIS

TABLE 1 DETAILS OF AGE GROUP OF THE RESPONDENTS

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
BELOW 18	2	4%
18-25	34	68%
26-30	14	28%
TOTAL	50	100%

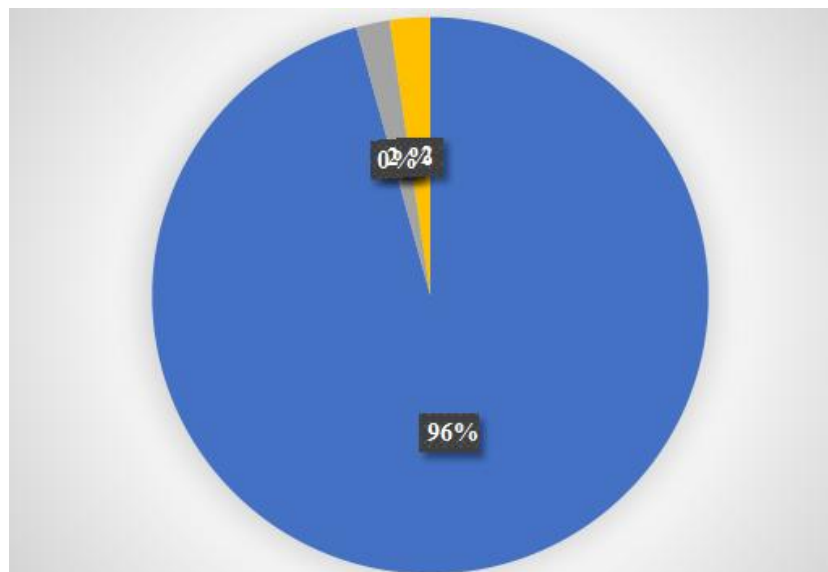


Interpretation

From the above table, it is inferred that 68% of the respondents belongs to the age group of 18-25, 28% and 4% of respondents belongs to the age group of 26-30 and below 18 respectively.

TABLE 2- MODE OF ACCESS FOR SOCIAL NETWORKING APPLICATION

MODES OF ACCESS	NO. OF RESPONDENTS	PERCENTAGE
MOBILES DEVICES	49	98%
LAPTOP	00	0%
DESKTOP COMPUTER	01	2%
TOTAL	50	100%

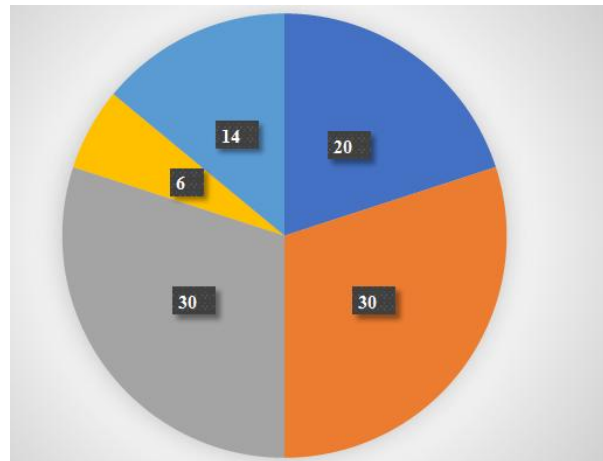


Interpretation

From the above table, it is inferred that 98% and 2 % of the respondent’s access for social networking applications through mobile devices and desktop computer respectively

TABLE 3- TOOLS OF SOCIAL MEDIA USED

TOOLS OF SOCIAL MEDIA	NO. OF RESPONDENTS	PERCENTAGE
WHATSAPP	10	20%
FACEBOOK	15	30%
INSTAGRAM	15	30%
TWITTER	3	6%
OTHER	7	14%
TOTAL	50	100%

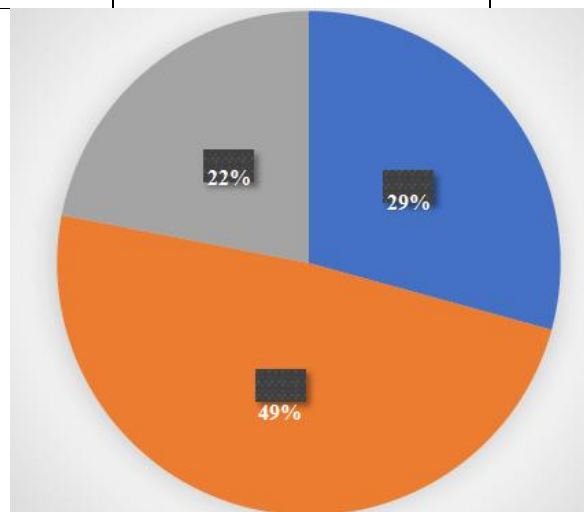


Interpretation

From the above table, it is clear that 20% of the respondents uses WhatsApp, 30% of the respondents each uses Facebook and Instagram, 6% of the respondents uses twitter and 14% of the respondents uses other type of social media.

TABLE 4- NUMBER OF HRS SPEND IN A DAY ON SOCIAL MEDIA

PARAMETERS	NO. OF RESPONDENTS	PERCENTAGE
1-2 HRS	12	24%
3-4 HRS	20	40%
MORE THAN 4 HRS	18	36%
TOTAL	50	100%

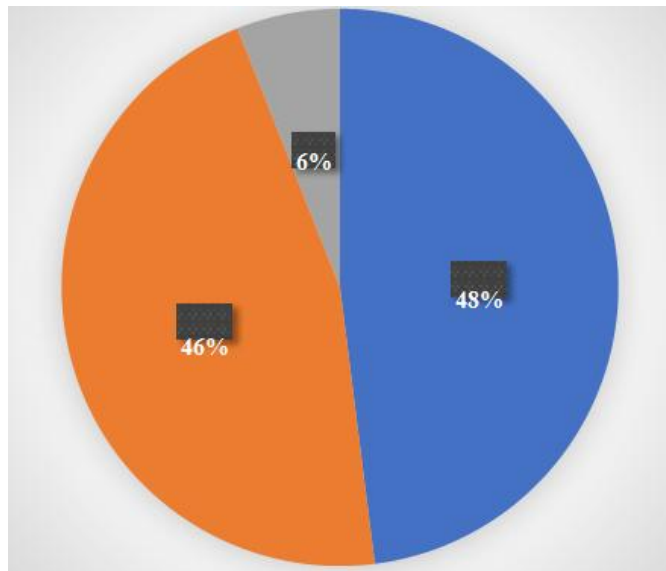


Interpretation

From the above table, it is inferred that 24% of the respondents spend 1-2 hours in a day on social media, 40% of the respondents spends 3-4 hours a day and 36% of the respondents spends more than 4 hours a day on social media

TABLE 5- LEVEL OF IMPACT OF SOCIAL MEDIA ON WELL BEING

LEVEL OF IMPACT	NO. OF RESPONDENTS	PERCENTAGE
HIGH LEVEL	24	48%
MEDIUM LEVEL	23	46%
LOW LEVEL	3	6%
TOTAL	50	100%

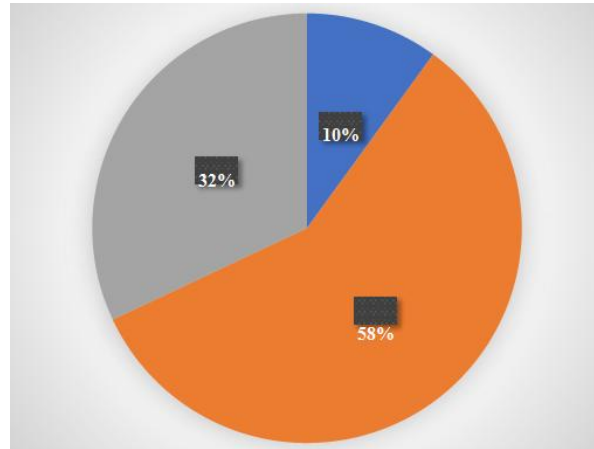


Interpretation

From the above table, it is inferred that 48% of the respondents had high level impact on wellbeing, 46% of the respondents had medium level impact on well-being and 6% of the respondents had lower level impact on well-being

TABLE 6- ACCEPTANCE LEVEL WRT REQUEST FROM STRANGERS IN SOCIAL MEDIA TOOLS

PARAMETER	NO. OF RESPONDENT	PERCENTAGE
YES	5	10%
NO	29	58%
MAY BE	16	32%
TOTTAL	50	100%



Interpretation

From the above, table it is observed that 10% of the respondents said that they accept the strangers request, 58% of the respondents do not accept the request from strangers and 32% of the respondents said that they may or may not accept the stranger's request in social media tools

V. FINDING

This study examined the impact of social media on youth. Results revealed that 20% of the respondents said that they have benefits/ positive impact of learning from social media and another 20% of the respondents got benefits of staying connected with friends through social media, 28% of the respondents get benefits like entertainment and fun, 18% of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values and social nor.

Suggestions

- It is suggested that social media users have to remember the purpose of using social media and stay remained use the informative sites and also aware of privacy issues involved in the use of apps
- Adolescence should use their time wisely on social media for better social networking instead of wasting their precious time on informal chats and posts in WhatsApp, Twitter, Facebook, and YouTube
- To secure the future of children, teachers and parents should check out what they actually are doing on social media

VI. CONCLUSION

It is evident from the studies that social media has both positive and negative impact on our youths. Youths must be clear on purpose of using social media and how long they are on online and make it beneficial to their personal and social networking purpose.

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