

RESEARCH PAPER

ON

IMPACT OF SOCIAL MEDIA ON YOUTHS

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1. ABSTRACT

Social media is becoming necessity in today's generation. It plays a significant role in our daily life, social networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. This research is conducted to check the impact of social media in the changing mind-set of the youth. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, WhatsApp or Twitter accounts. The new age social networking culture has been well accepted and has met a lively response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are conducted in India and various countries. The objectives of this study is an attempt to investigate the extent of social networking impact on the youth. The reason for selecting youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking addiction. It has now become an evident and usual sight to face individuals being insensitive to chatting in work places, homes when relatives and guests are around, highways, schools, colleges and

social gatherings wherein they are so preoccupied and engrossed into their phones that they do not even bother to look up as to where they are which results in their inability to prioritize as to what is important and what isn't. Attention has thus been shifted from real to virtual world and visible to invisible friends

Keywords: Facebook, Instagram, YouTube, Social Media, Social Networking, Twitter, WhatsApp.

2. INTRODUCTION

Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people. The study focus on the impact of social media towards youth. Technology is considered as the king and human must be knowledgeable to control the king. It is essential to educate youth regarding the usage of social media to upgrade in their career and personal development. Technology has managed

to secure within our body, human brain and even emotions. How does social media effect youth stated that social media like a coin, have a advantage and disadvantage effect on young people. It encourages youth to succeed and pull them

down, but youngsters need to be alert. Youth communicate with many persons and support themselves in their professions. Social media promotes misleading posts, messaging, photographs that give rise to dispute in between them. Such posts are worsen the anxiety and relations between nations. As youngsters are immature, they are becoming victims of cyberbullying. This impacts young people mental and physical health and may also leads to depression and self-harm[3]. Because there is a lack of private and security on the social media platforms, it is possible that a third party would misuse sensitive information. Studies have found that children and teenagers benefit from improving Communication, social linkages, and technological skills. Social media is really a significant position in this world. In general, social media is described like any interactive medium or application which enables people to communicate digitally and could be differentiated from conventional media (e.g. television) by the way that users can both access and produce content. Within this

Wide description, social media can include websites (e.g. Facebook, WhatsApp, Snapchat, TikTok), instant messaging apps, mobile gaming tools, YouTube, and more.

The more extensive usage social media is correlate with numerous mental health issues which include anxiety of self-image and eating disorders and other problem.

3. REVIEW

In spite of interruption from the research, youth are forming pleasant and social links with the community that exists around . One of the critical consequences of these platforms is the students academic success, and many Long term studies have found that excessive uncreative time spent on social media has had a poor influence on the

student's degrees. It was observed that 82.6 per cent of young people believed that social media had a strong effect on their social behaviour. Many young people use the internet before or after anything they do, do not engage with their peers, but connect with their social friends and become less social. The majority of young people use social media for social rather than educational reasons. Social networking sites influence the vocabulary of young people to some degree. 65 per cent claim that social media lets them establish a connection with their socially linked peers, and 33 per cent agree that social media sites Most of the young people use social media before or after every activity they do, they do not interact with their fellows but communicate with their social friends and are becoming less social

4. Objectives

1. To get the awareness about the impact of social media.
2. To clear the results regarding the positivity or negativity of social media
3. To know the extent of usage of social media.
4. To know the most of the young people stuck in social media.

5. Methodology

This study is based on primary data. The data have been collected from students, employee, businessman who are currently using social media or having awareness on

social media. Below are the related data has been submitted which as been collected from the people.

18 to 23	80
23 to 30	5
30 to 40	0
Total	100

Here we get to know that widely using social media are 18 to 23 age group children are using 80 % percent of social media and after that comes the 14 to 18 age group children are using 15 % percent and 23 to 30 age group candidate are using very low but the children using more than the teenager and it will effect their studies and due it they can get far from studies this are the given data.

6. Impact of Social Media On Youth Overall Data Collected Using Google Form

6.1 Most of the gender use Social Media ?

Classification	Respondent	Percentage
Male	13	55
Female	7	45
Total	20	100

Among 20 Responds mostly respondent Candidates are male because male mostly use social media more than female. Hereby know as Male using is 55 % percent and female are 45 %.

6.2 Let's classified which age group use social media more.

Classification	Percentage
14 to 18	15

6.3 People who all are using social media below given data.

Classification	Respondent	Percentage
Yes	20	100
No	0	0
Total	20	100

Mostly People using Social media Now a days people are getting closer by virtual then physically.

6.4 Mostly Treading Social Data are collected.

Classification	Respondent	Percentage
Facebook	20	100
Instagram	20	100

Snapchat	19	95
Whatsapp	19	95
Linkedin	12	60
Signal	8	40
Others	10	50

Here are the widely using social media which trending in today's generation and it becomes the addiction to children and teenagers. And it keeps the Education away from students because people are wasting most of the time in social media rather than studies.

6.5 Is Social media is Useful for Education.

Classification	Respondents	Percentage
Yes	3	15
No	1	5
May be	16	80
Total	20	100

Here the data is showing that the social media maybe help the educations but it be 15 % percent of people are agreed with yes and 5 % percent are agreed to be No. So social media maybe play a big role on educations.

6.6 How Many Hours are people spending on social media of there entire day.

Classifications	Percentage
Less than 1 Hours	10
1 to 3 Hours	30
3 to 5 Hours	55

More than 5 Hours	5
Total	100

Hereby defined that the people spend their 3 to 5 Hours of their entire day on social media is 55 % percent. And 1 to 3 hours daily using people are only 30 % percent, less than 1 hours are only 10 percent. So most of people spending their time on social rather than their other works.

6.7 Is people are connecting to stranger.

Classification	Percentage
Yes	5
No	5
Sometimes	90
Total	100

Most of the people are sometimes connect to stranger in social media are like 90 % percent of them are sometimes connecting. And 5 % are Not connecting to Strangers and 5 % percent are connecting.

6.8 Do you think social media can effects the personal life.

Classification	Percentage
Yes	5
No	5
Sometimes	90
Total	100

Here people agreed that 90 % percent of them sometimes facing problem in

personal life due to social media. And 5 % percent are saying No to facing problem in personal life and 5 % are Yes to Facing issues in personal life due to social media.

6.9 Do you think social media is maintaining privacy of your personal data.

Classification	Percentage
Strongly Agree	55
Agree	45
Strongly Disagree	0
Disagree	0
Total	100

Most of the people are trusted to their data in social media that they maintain privacy because social media are giving the benefits of End to End Encrypted to their customers. And its big advantage to social media that they are very trusted from their customer point of view. People are Strongly Agreed that social media are trusted is 55 % percent Safer of their data. And 45 % percent are agreed they are in an safe pool in social media of their data.

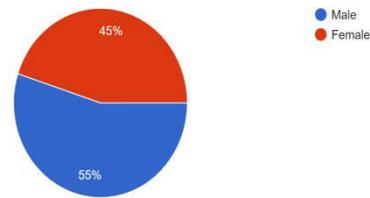
8. Analysis

The interpretation of data gathered from Google forms, are as follows.

8.1 Which Gender use more Social Media

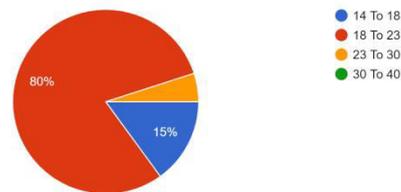


What is Your Gender ?
20 responses



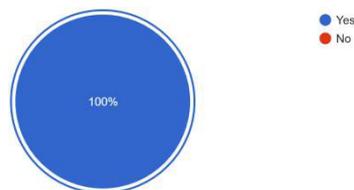
8.2 Which Age group more use Social Media

What is Your Age ?
20 responses



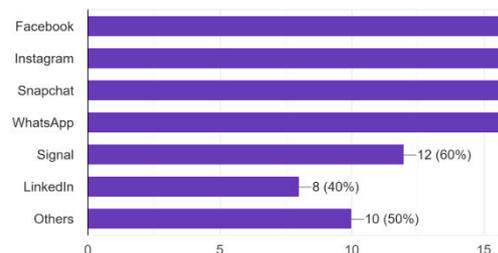
8.3 Do you use social media ?

Do You Use Social Media ?
20 responses



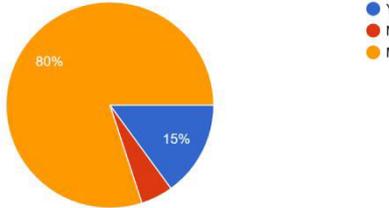
8.4 Which social media people used more ?

Which Form of social media you are using ?
20 responses

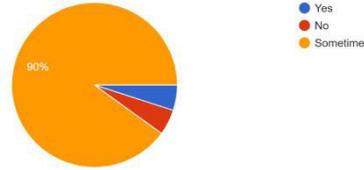


8.5 Do you think social media useful in education ?

Do You Think Social media is helping hands for education purpos
20 responses

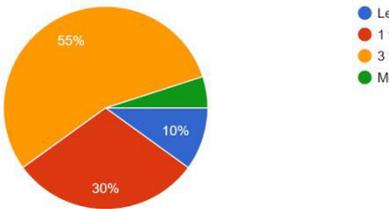


Does Online Social effect your personal life ?
20 responses



8.6 How much time you spend your time on social media ?

On an Average how much time you spend in Social media ?
20 responses



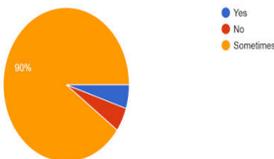
8.9 Do you think social media maintenance privacy ?

Do you think privacy maintenance easy in Social Media ?
20 responses



8.7 Do you Accept the friend request of Strangers ?

Do You Accept Strangers friend request whom you don't know ?
20 responses



8.8 Do you think social media effect your personal life ?

group 18 to 23 .And 80% believe that social media can maybe prove helping hand for education. Daily 55% spend 3 to 5 hrs on social media. 90% were agreed that sometimes social media affects their social life. 90% agreed that sometimes they connect with strangers. And 100% is agreed by people is trading social media in youth is Facebook,Instagram. And 95% agreed with whatsapp,snapchat is trading in day to day life in everybody life in today's generation. 55% people strongly agreed that social is maintaining privacy

9. Conclusions

So at last by analysing the data I can conclude that I got total 20 responses out of that 55% were male and 45 % are Female. Approx 80% respondents were between the age

and 45 % are agreed social media is a safer pool of path to maintain privacy of their data. So by analyzing data we can defiantly say that social media is an effective tool for the youth now a days.

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