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IMPACT OF SOCIAL MEDIA ON YOUNG GIRLS IN KASHMIR, J&K, INDIA.

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Abstract: As online social sites keep on creating prominence, it is the reason that technology plays a vital role in today's student achievements and success. This paper looked to review girl students' utilization of social media and its impact on their performance. Based on a random sampling of 200 college girl students of Kashmir, data collection was done. The total survey was obtained from respondents which unmistakable insights that the utilization of online social media sites had impacted academic performance and that there used to be an immediate connection between the use of social media and academic performance. The survey also reveals that girls spend between two to eight hours of the day on social media platforms on average. The study further confirmed that some of the students feel stress and depression while not being appreciated and liked online.

Index Terms - Kashmiri Girls, Social media effects, cyber bullying, time wasting, stress and depression.

I. INTRODUCTION

Social networking platform which is in general for conveying and sharing information has eventually changed the lifestyle of students including female students. The World Wide Web (WWW) has sped up knowledge, and transform of information has become easier than previously [1]. Individuals from varying backgrounds can now effectively share each and everything on social media. With the help of social media worldwide, numerous female students utilize media wisely for acquiring knowledge but in the meantime, a large portion experience nothing except wasting their time on an exercise like chatting and uploading pictures [2]. Online media plays a key role in changing the lifestyle of the people in society.

Apart from being easy to use, person to person communication, social sites furthermore help in contact with companions and family members from different areas of the world [3]. These sites help in surviving trouble, getting knowledge, getting to know new skills, talking, and sharing recordings and photographs, amusement, job prospects and much more.

Social media sites have both favourable and unfavourable effect on the personalities of youngsters' especially female students [4]. They are getting dependent on these sites and invest a lot of energy in futile exercises and pointless browsing. Data shared is abused by certain individuals [5]. They endure certain health issues like depression, stress, headaches, eye sight issues, distortions and a sleeping disorder.

II. AIM OF THE STUDY

- 1) Is social media a waste of time for Girls of Kashmir?
- 2) Can social media be linked with mental health and depression? [6]
- 3) Do Social media Platforms increase or decrease self-esteem?

III. RESEARCH METHODOLOGY

The research aim of this study, which involves young girls in the Kashmiri region, is studied using both quantitative and qualitative methods. Effective sampling has been used, and Google forms-based questionnaires were specifically used to collect data because all of the questions were closed-ended.

For 200 girl students between the ages of 15 and 22, the survey was conducted. The method employed is the normative survey approach and evaluation, which is frequently used to investigate attitudes according to respondents who can accurately represent the entire population. In this study, the survey is necessary since it enables the researcher to make generalisations.

Sources of Data:

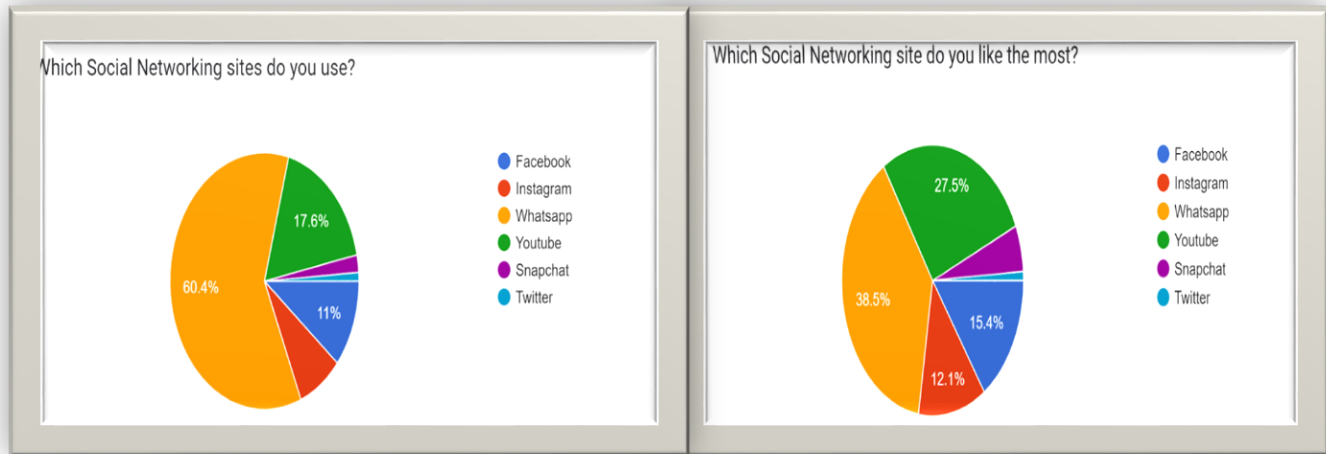
1. Collected through questionnaire, discussions and interview schedules.
2. Collected from various journals and reports.

IV. ANALYSIS AND INTERPRETATION

This evaluation is on research conducted to analyze the influence of social media on young girls in Kashmir. Several questions asked to female students of various colleges received the following answers, shown using tools such as pie charts for easy understanding.

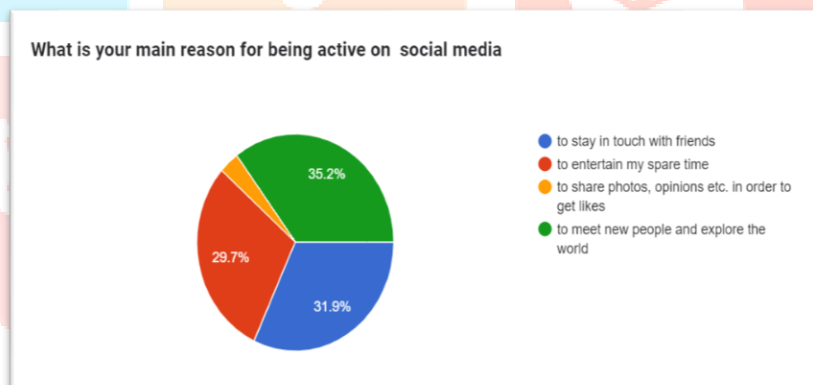
1. Most Popular Social Networking Sites:

Most of the girls use and prefer WhatsApp (50%) followed by YouTube (23.2%), and Facebook (13.3%). Twitter had the least percentage (1.2%) of users.



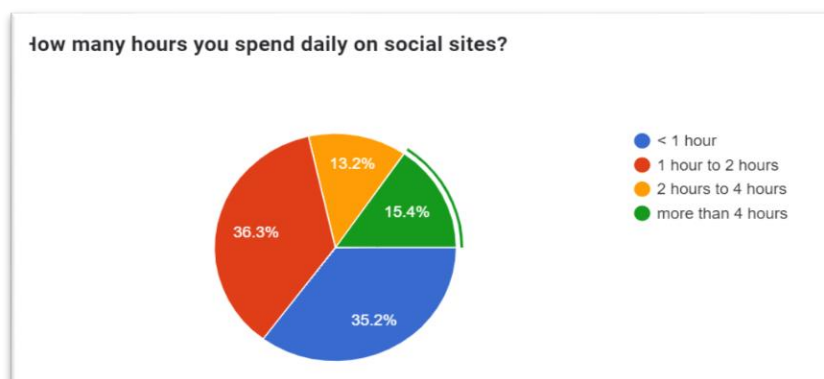
2. Reasons to be active on Social Media

The maximum number of girls liked to meet new people and stay in touch with their friends. About one-third browse social networks only to fill up their spare time. 35% select to explore and meet new friends, and 31% liked to connect with their friends. 44% use social media platforms only for sharing posts and photos to entertain themselves.



3. Average Daily Time Spent on Social Media

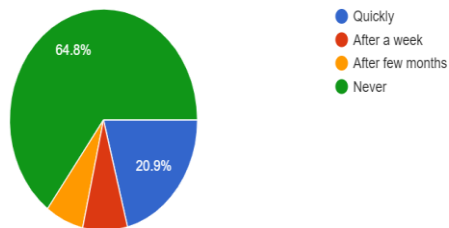
Out of the total results, a percentage of 35.5% spend less than 1hr on social networking sites, 36.2% spend 1-2hrs, 13.2% spend 2-4hrs and 15.4% spend more than 4hrs.



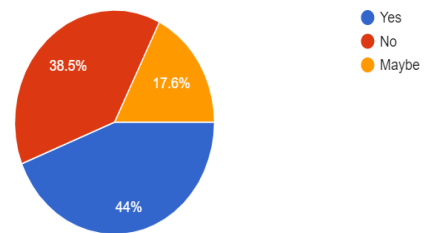
4. How often you share personal information with your friends on social platforms

The survey revealed that 51% of the girls don't share personal information, 12% keep some information hidden from the public, and 32% share almost everything.

How quickly after meeting people on social networking sites do you start sharing your personal details with them?



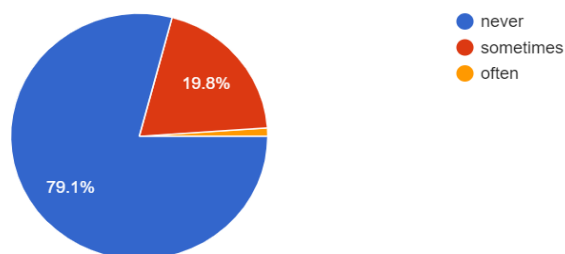
Do you like not to show your real identity on social media



5. Have you ever cheated on any social media website

According to the survey, 20% of the girls have been cheated on social networks whereas 80% have not.

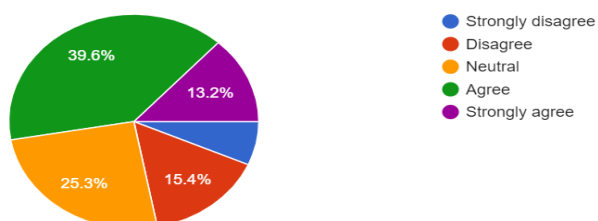
Have you ever been cheated or deceived by your friend on any social site



6. Do social media encourages Cyber bullying activities

9.5% of the girls strongly disagree, 52.5% agree, 25% chose neutral as their answer.

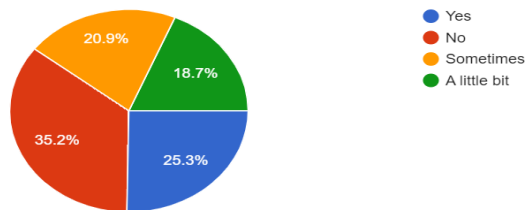
Social media encourages cyberbullying activities



7. Do likes on photos and post make you feel better

A high percentage (44%) of girls feels better when someone likes their photo or post on the social platform. Only 35% of girls answered no.

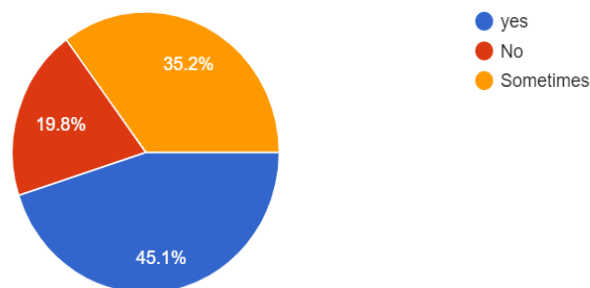
Do you feel like the number of "likes" you get on photos or posts make you feel better about yourself?



8. Social Networking Sites lead to offline relationship problems

It was found that 45.1% of the girls, response as yes and 20% of girls reveal that the social media does not lead to offline relationship problems.

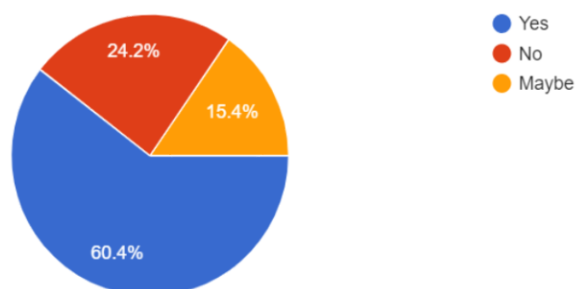
Social sites lead to offline relationship problems



9. Is parent's discretion and monitoring required

64.4% feel that their parent's discretion and monitoring is essentially required while 24.2% voted no.

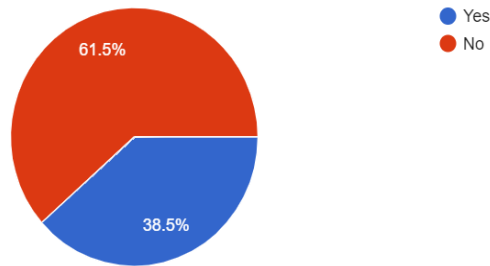
Are your parents aware of your use of social networking sites ?



10. Have you ever regretted any information that you shared on social media

According to the survey 38.5% of the girls have regretted on sharing over social networking sites whereas 61.5% have never regretted over sharing their posts and photos.

Have you ever regretted any information that you shared/posted over social media?



V. Conclusion

Nowadays, with social media being so accessible to everyone, it is not simple to ignore the effects it can have on students, particularly girls. Consuming much time on social media can lead to eating disorders, depression and anxiety. These days, young girls are often eying and comparing themselves with other girls in the spotlight. The mental health of these younger girls is affected by the images and videos they watch on platforms like Facebook, Snapchat, YouTube, and Instagram. Most important is that some girls are falling prey to hackers and eventually they are bullying and stalking, and trolled for no reason. The continual comparison is also a result of the fact that many girls now acquire smart phones at younger ages. Young girls believe that is how they should appear because they emulate actresses, who have bodies that can only be reached through surgical procedures.

VI. References

- [1]:https://www.researchgate.net/publication/226252542_Proper_Methodologies_for_Psychological_and_Sociological_Studies_Conducted_via_the_Internet
- [2]:https://www.researchgate.net/publication/319161501_Is_social_networking_a_waste_of_time_The_impact_of_social_network_k_and_knowledge_characteristics_on_job_performance
- [3]: https://www.researchgate.net/publication/332680826_BENEFITS_OF_USING_SOCIAL_MEDIA
- [4]:https://www.researchgate.net/publication/323014365_The_impact_of_social_media_on_social_lifestyle_A_case_study_of_university_female_students
- [5]:https://www.researchgate.net/publication/330826472_Cyber_Bullying_as_an_Outcome_of_Social_Media_Usage_A_Literature_Review
- [6]: https://www.researchgate.net/publication/334037593_Social_Media_and_Depression
- [7]: Time Spent on Social Media Increases Suicide Risk in Girls—But Not Boys (verywellhealth.com)