

A STUDY ON SOCIAL MEDIA AND ITS IMPACT ON YOUTH**Dr. B.E. George Dimitrov**, Assistant Professor of Political Science**Ms. Noblelyne Nongkynrih**, Assistant Professor of Sociology

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Abstract

Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and can access more information than ever before. It has become a place where we spend many hours of the purpose of business or leisure or socializing with others or other purposes. The present study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and science streams. The study compromises of 200 students selected randomly from various academic institutions in and around Bangalore city.

Keywords: Social media, Social network, Youth**A STUDY ON SOCIAL MEDIA AND ITS IMPACT ON YOUTH****INTRODUCTION**

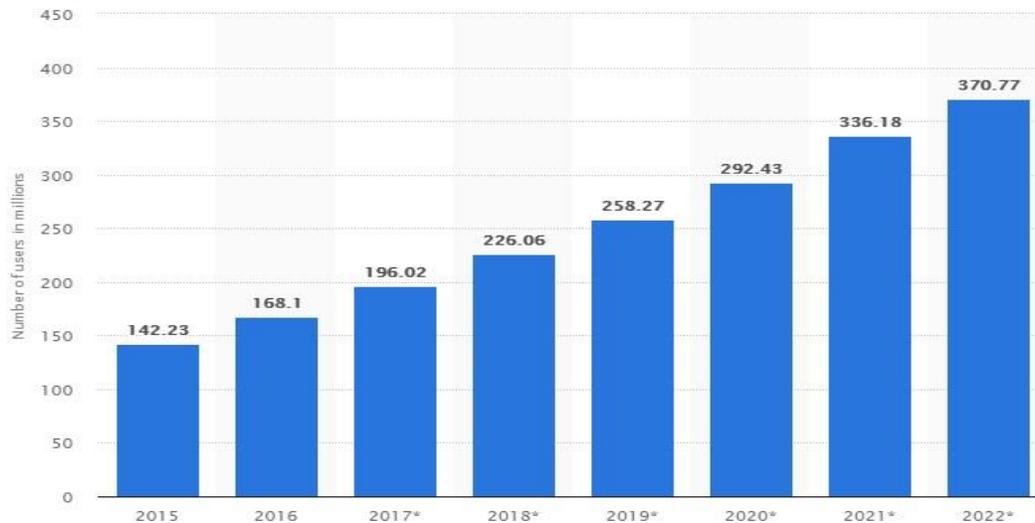
Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and can access more information than ever before. It has become a place where we spend many hours of the purpose of business or leisure or socializing with others or other purposes.

Social Media

Social media is a set of collective channels for online communications sources dedicated to varieties of input, communication, sharing and collaboration. It is especially based on Websites, applications, blogging, social networking, social bookmarking, and wikis are the different types of social media. Social media is interactive Web 2.0 Internet-based applications. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization. Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals or groups. Social media uses web-based technologies, desktop computers and mobile technologies (e.g. smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes in communication

between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus on the emerging field of techno self-studies.

A statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. 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).



Source: Statista 2017

Review of literature

Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining (Watts, Duncan J. 2003).

Social media, derived from the social software movement, are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing (Junco, Heibergert, & Loken, 2010).

95 percent of the college students admitted the internet was as important in their lives as food, water, shelter and air. Approximately, 64 percent of the students accepted to choose an internet connection over a car. The study also concluded that four out of five college students interviewed assumed that the internet was significant and essential part of their lives. The report also found that the use of paper had been gone down in the youth, as 40 percent students had not bought a book from a market in the last two-year. The use of Facebook was highest among Indian students in the survey. With 92 percent of respondents were checking their accounts daily while one third checked their account five times a day (Cisco,2011).

The social networking site on (SSN) is a platform for providing the youth a golden opportunity in exchanging knowledge, finding employment and social quotient among them. The youth specifically interested and sharing the personal experience, video and picture. There are two main impacts one is positive impact, and other one is negative impact. The Positive impact deal with the SNS helped for youth population in a various aspect. Now a day the young population lived in various location to share material on an experience person and using the research purpose. The Negative impacts deals with SNS to using longer time. The average per persons to spend time on 9 to 10 hours, it will affect the health (Parvathy & Suchitra, 2015).

Social Media and Youth

Social media plays a very important role in the life of teenagers and young adults. It is also an easy way to connect with people throughout the area that they live in. Social media has both positive and negative impact on the youth. Youth can be defined as a time of life when one is young, it is a period between childhood and

adult age. Social media sites provide a platform whereby the youth can create groups and pages depending upon their common interest and discipline and they build connections and opportunities for their careers by updating various topics for discussion.

Youth are more dependent on social media for latest information. Younger generation says that social media is a part of their life and it makes the life easier and efficient. Social media sites enable them to communicate in a speedy and efficient manner. It helps to build social relationships and makes it easier to get in touch with friends and families living outside the country and even closer family members. Writing updates takes over 15 seconds and with cross posting over social networks switched on, the updates gets to everyone you want it to reach. It gives the youth a place to express themselves and helps to develop social skills which enable them to evaluate and interpret different situations contextually and prepare themselves mentally for situations later on.

Table-1
Top Social Network sites by number of active users 2017

S.no	Social network	Users in millions
1.	Facebook	1871
2.	Whatsapp	1000
3.	Facebook messenger	1000
4.	Pinterest	150
5.	Twitter	317
6.	Linkedin	106
7.	Skype	300
8.	Instagram	600

Source: Global Social Media Research summary 2017

Table-2
Gender wise usage of Social networking sites in India

S.No	Social networks	Age wise	Male (percent)	Female (percent)	Users in millions
1.	Facebook	18-24	74	26	195
2.	Youtube	Below 35	62	38	60
3.	Pinterest	Below 40	20	80	176
4.	Linkedin	24-35	54	46	30
5.	Instagram	18-24	74	26	16
6.	Twitter	20-24	80	20	23.2
7.	Other sources	18-34	71	29	200

Source: Social media facts and stats from India 2016

As per the above discussion it is clear that social media play a major role in the life of a youth, however it is evident that it has a negative impact as well. According to the BBC news report, it stated that social media creates social isolation, the reason being that most of the youth tend to spend many hours on social media, they rarely have face-to-face interaction (BBC,2009). Scientists have evaluated social isolation in many studies, and have determined 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 influenced by what their friends do and less by the teachings of parents. Actions that attract more public attention hold more value, even despite some of them being immoral or illegal.

Social media reduced the learning and research capabilities on youth. We are all aware that youth can get many useful information and knowledges from social media. However, that information can causes youth to start believing and relying more on information available on social media.

The most important things in a student's life is studying, learning good habits and gaining knowledge, but today, we see that students neglect their studies by spending lots of time on social media site. Actively and frequently participating in social networking can negatively affect their grades or hamper their journeys to their future careers. They engaged more time in cyber communication rather than sharing and experiencing face-to-face interaction with others.

Getting too involved in social media can lead to an addiction that inculcates bad habits. Cyberbullying is often cited as one of the dangers of social media. It occurs when a person uses sites like Facebook to adopt a threatening behaviour towards someone. It appears easy to the bully because they do not see their victim's reactions in person, and thus the impact of the consequences is less. There are many well published cases about youth engaging in severe online attacks that prompt suicides or inflicts physical or emotional scars on others.

Nowadays, youth loves to post their daily lifestyles and personal information on social media such as Facebook, Twitter and Instagram. It becomes a trending style for youth to showcase people everything they have done (M. Loking, Castillo, 2012). Statuses, photos and videos of the users in social media remain available indefinitely. Therefore, youth that uses social media often have high chances of being exposed to cybercrimes and danger situations such as kidnaping, murdering and robbery. This is due to the reason that frequent users of social media tend to post a lot of their personal information and the fact that social media has low security systems makes their personal information easier to access by anybody.

Statement of the problem

Social media and youth are widely discussed worldwide due to the advancement of technology. The advancement of social media which involves social networks are very much popular among youth especially Facebook, Twitter, Instagram, etc. Though these have huge positive impact among youth it also has negative impacts. This apparently affects the personal life styles of youth in creating social distrust where they have aggressive, threatening behaviour. Most often while using social media it has the higher risk of cyber bullying when someone sends threatening messages or discussions. Sharing too much of information posts, pictures, which leads to privacy issues of theft is common while updating the status. Spending more time in online often they do not pay importance to face to face communication and rely on cyber communication.

OBJECTIVES OF THE STUDY

The study has taken overall objectives of identifying the factors which influence social media and networking sites among youth.

Objective

- To study on the socio demographic characteristics of youth involvement in social media.
- To explore the usage of social networking sites among youth.
- To identify the effects of social networking on personal life of youth.

Methods

This study utilized the quantitative method of research. As widely accepted, the quantitative method of research involves adequate and accurate interpretation of findings. Relatively, this method is appropriate to this study since it aims to study the impact of social media among youth. The technique that was used under method is the normative survey approach and evaluation, which is commonly used to explore opinions according to respondents that can represent a whole population. The survey is appropriate in this study because it enables the researcher in formulation of generalizations.

Participants

The present study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and science streams. The study comprises of 200 students selected randomly from various academic institutions in and around Bangalore city.

Sources of data

1. Primary data – Collected through questionnaire, discussions and interview schedules.
2. Secondary data - Collected from various journals, periodicals, websites and reports.

Theoretical framework

The study applies on the theoretical framework of Unified theory of acceptance and use of technology (UTAUT) is a technology acceptance model formulated by Venkatesh and others in “User acceptance of information technology: Toward a unified view”. The UTAUT aims to explain user intentions to use an information system and subsequent usage behavior. The theory holds that there are four key constructs: 1) performance expectancy, 2) effort expectancy, 3) social influence, and 4) facilitating conditions. The first three are direct determinants of usage intention and behavior, and the fourth is a direct determinant of user behavior. Gender, age, experience, and voluntariness of use are posited to moderate the impact of the four key constructs on usage intention and behavior. The theory was developed through a review and consolidation of the constructs of eight models that earlier research had employed to explain information systems usage behaviour (theory of reasoned action, technology acceptance model, motivational model, theory of planned behavior, a combined theory of planned behavior/technology acceptance model, model of personal computer use, diffusion of innovations theory, and social cognitive theory). Subsequent validation by Venkatesh et al. (2003) of UTAUT in a longitudinal study found it to account for an impressive 70% of the variance in Behavioural Intention to Use (BI) and about 50% in actual use.

Analysis and Interpretation

As per the framework used, the study is to analyze the impact of social media among youth which involve various factors like access, usage, effects are discussed and measured in the form of matrix.

Table-3

Matrix distribution of respondents based upon Socio Demographic profile

Sl.No	Socio-Demographic Profile		Total
1.	Gender	Male	123
		Female	77
		Total	200
2.	Age	18-24	148
		25-30	52
		Total	200
3.	Education	UG	112
		PG	88
		Total	200

The socio conditions play an gaining the impact among youth. The

like gender, age, education influence the youth in social media. When viewed gender as the major socio-economic condition, out of 200 respondents, 123 (61.5 percent) respondents are male and 77 (38.5 percent) respondents are female. While analysing the age-wise distribution of respondents, out of 200 respondents, 148 (74 percent) respondents are between the age group of 18-24, 52 (26 percent) respondents are between the age group of 25-30. When it comes to education, out of 200 respondents, 112 (56 percent) respondents are doing their undergraduate, 88 (44 percent) respondents are doing their post-graduate degree.

Source: Computed demographic important role in on social media major determinants

Table-4

Matrix distribution of respondents based upon the access on Social Media

Sl.No	Access on Social Media		Total
1.	Types of device	Smartphone	155
		Other sources	45
		Total	200
2.	Usage of Social Network	Facebook	40
		Twitter	10
		Whatsapp	100
		Instagram	12
		Linkendln	3
		YouTube	10
		All	25
		Total	200
3.	Access to Social Network	Everyday	140
		Every hour	40
		Sometimes	10
		Not at all	10
		Total	200
4.	Status Updating	Everyday	120
		Every hour	40
		Sometimes	30
		Total	200

Source: Computed

The access involves in the like mobile phones, other internet when it comes to determinants like usage of social and status updating by youth in social viewed upon the

smart phones and other sources like desktops, Mac, etc are being used. Out of 200 respondents,155(77.5percent) respondents used smart phones and 45 (22.5 percent) respondents used other sources. While analysing the usage of social network, out of 200 respondents,100 (50 percent) respondents used WhatsApp,40 (20 percent) respondents used Facebook, 12 (6 percent) respondents used Instagram, 20 (10 percent) respondent used twitter and you tube respectively,3 (1.5 percent) respondents used LinkedIn. When it comes to the access on social networks it is calculated perday, hours, sometimes and not at all. Out of 200 respondents, 140 (70 percent) respondents they have daily access, 40 (20 percent) respondents they have access on social networks on hourly basis, 10 (5 percent) respondents they sometimes access social networks,10 (5 percent) respondents only have an account and do not access social networks. While updating the status on social networks youth always update their account by posting photos on hourly basis, daily, sometimes and not at all. Out of 200 respondents, 120 (60 percent) respondents they have daily update their status,40 (20 percent) respondents they update their status on social networks on hourly basis,30 (15 percent) respondents sometimes update their status,10 (5 percent) respondents have only an account and do not update their status in social networks.

to social media usage of devices smart phones and devices especially youth. The major types of devices, networks, access are commonly done networks. When type of devices,

Table-5

Matrix distribution of respondents based on the sharing information in social media

Sl.No	Sharing on Social Media		Total
1.	Sharing information	Religious	57
		Fiction	37
		Health	23
		Personal	30
		Charity	21

		Wishes	32
		Total	200
2.	Personal Problems	Every time	80
		Sometimes	72
		Not at all	48
		Total	200
3.	Sharing account with Parents	Yes	25
		No	175
		Total	200

Source:
Sharing of

Computed information on

social media plays an important role based upon religion, personal, fiction, health, charity, etc. The major determinants involve sharing of personal information and problems, sharing their account with parents. Out of 200 respondents, 57 (28.5 percent) respondents share religious information in social network, 37 (18.5 percent) respondents share fictional information in social network, 32 (16 percent) respondents share wishes in social network, 30 (15 percent) respondents share their personal information in social network, 23 (11.5 percent) share health related information in social network, 21 (10.5 percent) share charity related information in social network. Moreover, while analysing personal problems many of the youth find social networks as a platform to share their problems. Out of 200 respondents, 80 (40 percent) respondents share their personal problems every time in social network, 72 (36 percent) respondents share their personal problems sometimes in social network, 48 (24 percent) respondents do not share their personal problems in social network. When it comes to sharing their account with parents many of the youth are not interested to share their account with family members. They are not ready to inform their parents and family members regarding their accounts details in social networks. Out of 200 respondents, 175 (87.5 percent) respondents are not ready to share their account details with parents and 25 (12.5 percent) respondents are ready to share their account detail with parents.

Table-6

Matrix distribution of respondents based on the effects on social media

Sl.No	Effects on Social Media	Total	
1.	Spending time with Parents	Every time	56
		Sometimes	76
		Not at all	68
		Total	200
2.	Affecting physical activity	Strongly Agree	80
		Agree	35
		Strongly disagree	45
		Disagree	40
		Total	200
3.	Lack of concentration	Strongly Agree	85
		Agree	65
		Strongly disagree	25
		Disagree	25
		Total	200
4.	Relying/Believing Social networks	Strongly Agree	125
		Agree	50
		Strongly disagree	13
		Disagree	12
		Total	200
5.	Seeking public attention	Strongly Agree	70
		Agree	80

	Strongly disagree	30
	Disagree	20
	Total	200

Source:
Computed

Social media has positive as well as negative impacts, though it is considered widely as the technological advancement of sharing information from one to another, it also has its negative effect. Effects on social media involves various factors were youth are not spending time with their parents and family members. They always detach from their family and focus only on social networks. Out of 200 respondents, 56 (28 percent) respondents they often spend time with their parents, 76 (38 percent) respondents sometimes spend time with their parents, 68 (34 percent) respondents do not spend time with their parents. Moreover, social networks affect the physical activity also, out of 200 respondents, 80 (40 percent) respondents strongly agree that usage of social networks affects physical activity, 35 (17.5 percent) respondents agree that usage of social networks affects physical activity, 45 (22.5 percent) respondents strongly disagree that usage of social networks doesn't affect physical activity, 40 (20 percent) respondents disagree that usage of social networks doesn't affect physical activity. While analysing on whether social networks affects the lack of concentration in day to day activities, out of 200 respondents, 85 (42.5 percent) respondents strongly agree they could not concentrate in day today activity, 65 (32.5 percent) respondents agree they could not concentrate in day today activity, 25 (12.5 percent) respondents strongly disagree and 25 (12.5 percent) respondents disagree they could not concentrate in day today activity. While relying on the social networks out of 200 respondents, 125 (62.5 percent) respondents strongly agree that they rely on the information shared in social networks, 50 (25 percent) respondents agree they rely on the information shared in social networks, 13 (6.5 percent) respondents strongly disagree and 12 (6 percent) respondents disagree to relying on the information shared in social networks. When it comes to seeking public attention, out of 200 respondents, 70 (35 percent) respondents strongly agree and 80 (40 percent) respondents agree they seek public attention in social networks, 30 (15 percent) respondents strongly disagree and 20 (10 percent) respondents disagree they do not seek any public attention on social networks.

Findings

- Majority of 61.5 percent respondents are male and 38.5 percent respondents are female who have access in social networks.
- Majority of 74 percent respondents who use social networks are between the age group of 18-24.
- Majority of 56 percent respondents who use social networks are undergraduate students.
- Majority of 77.5 percent respondents use smart phones in accessing social media
- Majority of 50 percent respondents use WhatsApp.
- Majority of 70 percent respondents they have daily access in social networks.
- Majority of 60 percent respondents they have daily update their status in social networks.
- Majority of 28.5 percent respondents share religious information in social networks.
- Majority of 40 percent respondents share their personal problems every time in social network.
- Majority of 87.5 percent respondents are not ready to share their account details with parents.
- Majority of 38 percent respondents sometimes spend time with their parents
- Majority of 40 percent respondents strongly agree that usage of social networks affects physical activity.
- Majority of 42.5 percent respondents strongly agree they could not concentrate in day today activity.
- Majority of 62.5 percent respondents strongly agree they rely on the information shared in social networks
- Majority of 40 percent respondents agree they seek public attention in social networks

Conclusion

Social media is one of the fastest modes of communication and it has huge impact in shaping the personal lifestyles of youth. Though it has huge access among youth, it also has certain negative impacts where there is always a question of privacy issues. Relying fully on social networks would minimise the face to face communication and instead leads to cyber communication. Those who are in a tender age are not aware on

whether the information shared in the social networks are authentic. They always seek for public attention and share their personal information which would affect their personal life styles. The students always involve in social networks and they lack concentration in studies, physical activities, etc. Getting too involved in social media can also lead to addiction which would result in social isolation. It is better to use social media as a positive way of doing good to the society in creating a new platform of bringing out youth talents and opportunities.

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