# IMPACT OF SOCIAL NETWORKING ON YOUNG GENERATION

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## ABSTRACT

Social media sites provide a platform for discussion on various issues that has been not noticed in today's world. This study is conducted to check the impact of social networking on the education of young generation. This is a survey type research and here the data was collected through the questionnaire. 200 sample youth filled the Questionnaire and Non random sampling technique was used to select sample units. The main objectives were as to check the effect of social media on young generation, to check out the beneficial and favor form of social media for young generation and to determine the attitude of youth towards social media and finding the total use of time on social media. Here the data collected was checked in form of frequency, percentage. Respondents replied that whatsApp as their favourate form of social media, followed by face book, Skype, twitter and last are YouTube. Here respondents face main problem during use of social media or unwanted messages, is social media helping today's youth in education, does use of social media act negatively in the education of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religions post creates serious issue among people's of different communities, negative use of social media is spoiling the relationship among the countries, social media is playing a key role to create political awareness among youth.

**KEYWORDS:** Social Media, Whats App, Face book, Twitter, YouTube

## INTRODUCTION:

What is Social Networking?

Social networking is defined as websites and applications that allow users to create and share content or to participate in social network. It is the one of the most recent and favorite form of Social media including many features and social characteristics in it. It have many advantages on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also a cheapest fast access to the world so it is very essential for all age group of peoples.

Internet use is increasing day by day now a day with high rate in all over the world. Majority of youth is moving quickly from electronic media like as television viewers and radio listeners to the social media among all age group of people. Now a day's youth rate is very much to moving into social media so its impact are much on youth life. This activity of social media has cause to a lot of problems regarding its effect on society, and it is confirmed that the social media affects human beings living styles and it is a current process to find out the nature of these effects in every society and especially on youth.

## STATEMENT OF THE PROBLEM

Here the study was conducted to find out the effect of social networking on the education of youth, how exactly social media is effecting on youth in different angle of social life, political awareness, different religious practices, educational learning, trends adopting, sports activities and so on.

## REVIEW OF LITERATURE

The Literature review starts with a short review and study on social media.

1. Boyd and Nielsen (2006) reported that the top ten social networking sites developed with the passage of time, and its number of users increases from 46.8 million to 68.8 million. This rating reveals the important information about how new generation interacts with each other. Talking about law and jurisdiction it is international law that one must be 18 years old minimum to use social networking websites but unfortunately, Lenhart & Madden (2007) calculated a huge amount of underage users which must be violated. According to Lenhart& Madden (2007) calculation it has been analyzed that 41% of 12–13 years old and 61% of 14–17 years old users use social networking websites.

2. Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5 years, usage of such sites has increased among preadolescents and adolescents.

3. Social networking sites such as Face book provide individuals with a way of maintaining and strengthening social ties, which can be beneficial in both social and academic settings. These same sites, however, also pose a danger to students' privacy, safety, health and professional reputations if proper precautions are not taken. Colleges and schools of pharmacy would be advised to consider how these issues might affect their students.

## OBJECTIVE OF THE STUDY

- To determine the usage of specific social networking sites by the youth.
- To study the influence of social networking sites on the personal and professional life of the youth.
- To understand the pros and cons of social networking sites known by the youth.

- To know the necessity of social networking.

## RESEARCH METHODOLOGY

### Data Collection

Primary Data used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observations. Stratified random sample technique is planned to collect the data. To collect the primary data a questionnaire was prepared and primary data was collected through questionnaire method. The questionnaire was distributed to students to obtain information. This helped in the direct interaction with the respondents. The questionnaire consists of close handed questions and open ended question.

### Secondary Data

In this study data has been taken from various secondary sources like newspapers, internet, books, magazines, reports, publications and journals.

### Design of the Study

The descriptive research was conducted by using the procedure survey method and it is a one form of methodology in social sciences studies.

### Population

The population of the study contains on youth of various colleges of Benagluru.

### Sample

The study does not include entire population because time required is more to find the perfect picture. Therefore the study will survey a particular area that is Bangalore Urban District.

### Sample Size

This study will cover the option of 200 respondents, to find out the impact of social media among the youth at Bangalore urban District. The student will be asked to fill the questionnaire based on their knowledge

## DATA ANALYSIS AND INTERPRETATION

Questionnaires are prepared by taking 16 various questions based on use of social networking and given to the respondents to fill, the following data have obtained.

1. **Do you use internet?**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 190 | 95 | 95 | 95 |
| No | 10 | 5 | 5 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding usage of internet, where 95% told yes 5% told No.

2. Favorite form of social networking

| Form of social networking | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| whatsApp | 90 | 45 | 45 | 45 |
| Face book | 60 | 30 | 30 | 75 |
| Skype | 24 | 12 | 12 | 87 |
| Twitter | 14 | 7 | 7 | 94 |
| YouTube | 12 | 6 | 6 | 100 |
| Total | 200 | 100 | | |

Here the question is asked regarding favorite form of social networking where, 90% told 45% told whatsapp, 30% told face book, 12% told Skype, 7% told twitter, and 6% told YouTube.

3. Is social networking helping today's youth in education?

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 120 | 60 | 60 | 60 |
| No | 80 | 40 | 40 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether social networking helping today's youth in education, where 60% told Yes and 40% told No.

4. Is social networking activities waste of time?

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 110 | 55 | 55 | 55 |
| No | 90 | 45 | 45 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether social networking activities waste of time, where 55% told Yes and 45% told No.

5. Does use of social media spoil our social benchmarks?

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 106 | 53 | 53 | 53 |
| No | 94 | 47 | 47 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether use of social media spoils our social benchmarks where, 53% told Yes and 47% told No.

**6.  Is social media act negatively in the youth education?**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 160 | 80 | 80 | 80 |
| No | 40 | 20 | 20 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding social media act negatively in the youth education where 80% told Yes and 20% told No.

**7.  Is social networking necessary for youth?**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 150 | 75 | 75 | 75 |
| No | 50 | 25 | 25 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding social networking necessary for youth where 75%told yes and 25% told No.

**8.  Whether unwanted information creates confusion in the minds of youth?**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 110 | 55 | 55 | 55 |
| No | 90 | 45 | 45 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether unwanted information creates confusion in the minds of youth where 55% told yes and 45% told No.

**9.  Is social networking becoming hobby for youth?**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|---|---|---|---|---|
| Yes | 140 | 70 | 70 | 70 |
| No | 60 | 30 | 30 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether social networking becoming hobby for youth where 70% told Yes and 30% told No.

## 10. Social networking has positive impact on youth.

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 132 | 66 | 66 | 66 |
| No | 68 | 34 | 34 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Social networking has positive impact on youth where 66% told Yes and 34% told No.

## 11. Social networking helpful to create awareness among youth.

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 160 | 80 | 80 | 80 |
| No | 40 | 20 | 20 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Social networking helpful to create awareness among youth where 80% told Yes and 20% told No.

## 12. Is social networking helpful to get knowledge?

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 180 | 90 | 90 | 90 |
| No | 20 | 10 | 10 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding whether social networking helpful to get knowledge where 90% told Yes and 10% told No.

## 13. Social media helpful to connect users

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 195 | 97.5 | 97.5 | 97.5 |
| No | 5 | 2.5 | 2.5 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Social media helpful to connect users where 97.5 %told Yes and 2.5 % told No.

**14. Social media helps to post advertisement**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 186 | 93 | 93 | 93 |
| No | 14 | 7 | 7 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Social media helps to post advertisement where 93% told Yes and 7% told No.

**15. Social networking's helps to find employment to youth**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 112 | 56 | 56 | 56 |
| No | 88 | 44 | 44 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Social networking's helps to find employment to youth where 56% told Yes and 44% told No.

**16. Anti-religions post creates serious issue among people's of different communities**

| Response | Frequency | Percentage | Valid % | Cumulative% |
|----------|-----------|------------|---------|-------------|
| Yes | 172 | 86 | 86 | 86 |
| No | 28 | 14 | 14 | 100 |
| Total | 200 | 100 | 100 | |

Here the question is asked regarding Anti-religions post creates serious issue among people's of different communities where 86% told yes and 14% told No.

**CONCLUSION**

The study deals with a survey on the impact of social media networking in the education of youth. Social networkings referencing which is use in research tools are whatsapp, face book, Skype, YouTube and twitter. The survey was being conducted by this researcher to 200 young youth. All the participated youth actively respond to these questionnaires. The average participation of the male is lesser than female. The average age groups which are being contacted by these researchers were between 18 – 23 years. Here the majority of the

respondents were students while a smaller proportion were the people belonging to different employee groups. After getting all findings and discussed the conclusion of collected data the researcher recommend some measures to use of social networking in right direction and utilize social media favorable and appropriate manner to its user. Positive use of social media can develop the use academic carrer their skills, better living style, to adopt new trends, fashion and anthropology so on.

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