



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

STUDY ON IMPACT OF SOCIAL MEDIA ON LIFESTYLE OF YOUTH

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ABSTRACT

Social media is becoming necessity in today's era. It plays a vital role in our daily life. No one can separate self from its influence. It's been always interesting one to know the impact of it over the young generation of India. This paper focuses mainly over it and for that purpose I framed a structured questioner through Google form. Questions were mainly like; social media is helpful for education purpose; for privacy propose; for knowledge purpose etc.

Key words – Social media, lifestyle, youth, knowledge, education.

INTRODUCTION

Social media is a collection of application (facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that link people to share information and aware people about any event through social networking. From the beginning of the 21st century, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world become a global village due to social media. 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. 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.

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 behavior.

SCOPE OF THE STUDY

Scope of social media has spread to almost every corner of the world. It has become the 10th largest economy and also has the 2nd largest population in the world.

RESEARCH METHODOLOGY

In this study, design adopted is descriptive which includes surveys and fact-finding enquires of different kinds. The major purpose of descriptive research is to give a description of the state of affairs as it exists at present, because the researcher has no control over the variables and can only report as to what had happened or what is happening. It also attempts to discover the causes even when they cannot control the variables. The descriptive research design is considered as the ideal design to examine the impact of social networking sites on youth.

REVIEW OF LITERATURE

(Kyriaki et al (2017)) examines the relationship of Social Networking Site (SNS) problematic usage with Personality characteristics and depressive symptomatology. A sample of 143 young adults in Greece varying from 18 to 34 years of age completed four questionnaires on personality characteristics, depressive symptomatology, Problematic SNS usage and sociodemographic factors. Problematic SNS usage is significantly and positively Related to depression and Neuroticism, while negatively associated with Agreeableness. However, problematic use Of SNS is not related to Conscientiousness, Openness to Experience and Extraversion, although the latter was found To be negatively associated with depression.

(According to Junco al et (2019)), social media are a collection of internet websites, services, and practices that Support collaboration, community building, participation, and sharing". The growing dimension of the use of Social media among the youth of today cannot be over emphasized.

(According to Lenhart et al., (2017)), about 57% of social network users are 18-29 years old and have a Personal profile on multiple social media websites. In a study by Pempek, Yermolayeva, and Calvert (20017), the Amount of time spent daily on social network sites varied greatly. However, an analysis of the data indicated Most participants spent approximately thirty minutes a day socializing, mostly during the evening hours between 9p.m to 12a.m students spent an average of forty seven minutes a day on Facebook.

(Annapoorna Shetty, Reshma Rosario, Sawad Hyder) had studied the impact of social media on youth on October 2015. Their objectives were to understand the awareness level of usage of different social networking sites, to search level of trust Over information received from social media, to understand various problem of it and to check behaviour of youth towards Social media.

SOCIAL MEDIA OVERVIEW

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube And Ect.

HISTORY OF SOCIAL MEDIA

ARPANET, which first came online in 1967, had by the late-1970s developed a rich cultural exchange of non-government/business ideas and communication, as evidenced by the network etiquette (or 'netiquette') described in a 1982 handbook on computing at MIT's Artificial Intelligence Laboratory.[14] ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 (Specification of Internet Transmission Control Program), written by Vint Cerf, Yogen Dalal and 27 Carl Sunshine in 1974.[15] This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chapel Hill and Duke University, and established in 1980.

Positive side of Social media:

- Sharing of ideas, information , knowledge is become easy.
- It gives the opportunity to make new friends and get attach with old one.
- It's very easy to advertise or promote any of the product at wide scale.

Negative side of Social media:

- No formal laws, rules, regulations are there to control anti social activities.
- It separates a person from the personal touch with society.
- People become more materialistic.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching of patterns or relationship that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.

- Simple Percentage Analysis of collected data.
- Average Ranking Analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

GENDER

S.NO	GENDER	FREQUENCY	PERCENTAGE
1	Male	44	36.4%
2	Female	77	63.6%
	TOTAL	121	100

INTERPRETATION

The above table shows 36.4% of respondents are male and 63.6% of respondents are female.

AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of customers on various aspects considered for the study.

BENIFITS		1	2	3	4	5	TOTAL	RANK ANALYSIS SCORE
HELP WITH STUDIES	No.	29	13	49	20	10	121	3
	RANK	145	52	147	40	10	394	
LEARN NEW SOMETHING	No.	15	67	17	15	7	121	1
	RANK	75	268	51	30	7	431	
ENTERTAINMENT	No.	23	15	58	15	10	121	4
	RANK	115	60	174	30	10	389	
STAY CONNECTED WITH PEOPLE	No.	15	67	17	15	7	121	1
	RANK	75	268	51	30	7	431	

INTERPRETATION:

HELP WITH STUDIES gets 3rd rank , **LEARN NEW SOMETHING, STAY CONNECTED WITH PEOPLE** gets 1st rank , **ENTERTAINMENT** gets 4th rank.

FINDINGS AND CONCLUSION:

FINDINGS

- Here,the majority of respondents **63.6%** are **male**.
- Here majority of respondents say benefits of social **learn new something, stay connected with people** gets **rank 1**

CONCLUSION

The use of social media has become very popular all around the world due to a great development of technology In recent years. People across all walks of life make use of social media sites. Many people have become so use To social media that they can spend a good number of hours on the social media particularly students. This study Was conducted to investigate the impact of social media on student academic performance. The findings that the time spent on social media can negatively affect student academic activities. Therefore it is our Suggestion that for students to be more productive, the need to minimize the time they spend engaging on social Media activities.

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