A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH

M.VEDA VANI

22D21E0031

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SRIDEVI WOMEN'S ENGINEERING COLLEGE

HYDERABAD

ABSTRACT

Social media has become an essential partoftoday's young people's lives. It provides a platform for communication, self-expression, and connecting with others. Social media provides easy access to information and educational resources. This allows young people to express their creativity and develop their talents. Social media helps build community and foster a sense of belonging. provides networking and career development opportunities.

However, excessive use of social media can have anegativeimpacts on your health. Cyberbullying and online harassment are common topics on social media platforms. constant exposure to carefully selected images can distort your perception of body image. sharing of personal information online raises privacy concerns. Addiction Socialmediacan affect productivity and interpersonal relationships. It can lead to a sedentary lifestyle and reduced physical activity. The spread of misinformation and fake news is a issue on social media. Online criminals threaten the safety of young users. Social media can influence opinions and shape political debate. It has revolutionized activism and social movements by amplifying voices.

Keywords: Socialmedia, networking, impact on Youth.

1.INTRODUCTION

Social media is a set of applications and websites such as WhatsApp, Facebook, Twitter, LinkedIn, and YouTube etc. and websites through which people share the information and appreciate important events that happens around them.

In the 21stcentury, social media began. Social media tools provide better way of opportunities to learn different foreign languages and opportunities for interaction. It is important to educate young people about the use of social media to improve their careers and grow. Technology has been able to take root in our bodies, human brains and even our emotions.

Social media promotes misleading posts, messages, and photos andcreates conflicts among them. The National Youth Policy (NYP) – 2014 defines"youth"as the age – group between 15 and 29 years. Young people and students use social media for variety of purposes,including learning, entertainment, and innovation. It is one of the most modern and popular forms of social media with features and social features. The same channel offers many benefits such as: B communication, SMS, image sharing, audio and video sharing. It is very important for people of all ages. Social media influences youngpeople's lives and has both positive and negative effects.

Internet usage is increasing at a high rate every day around the world. Nowadays,young people are playing more attention to social media,which is having a big impact on their lives.

3. LITERATURE REVIEW

Livingstone and Bober (2003), point out that the main reason for the generation gap is the increased use of social media, and that due to excessive use of social media, people have forgotten their own rituals and traditions.

Brady, Holcomb, and Smith (2010) stated that social media had provides a great platform opportunity foreducation and students are using social media for e-learning.

Lusk (2010) states that students can use social media for academic purposes. Students can learn and improve their communication skills. Social media has new web tools that students can use toimprove their study skills.

4. OBJECTIVE OF STUDY

- Studying the effect of social media on adolescents can help us understand how social media affects their behavior, mental health, and social interactions.
- The main purpose of this study is to analyze the influence of social media on adolescents.
- Give young people suggestions on how to use social media correctly.
- Understand the purpose of using social media.

5. RESEARCH METHODOLOGY

When studying the effects of social media on teenagers, researchers examine various aspects. They look at how often young people use social media and which platforms they prefer. we also explore how social media affects their self-esteem, body image, and mental health. Researchers are studying the effects of social media on academic performance, social relationships, and interactions. we also analyze topics such as cyberbullying exposure to inappropriate content, and its impact on sleep patterns. Additionally, we explore how social media shapes online identity, decision-making, and behaviour sharing. Privacy concerns, creativity, real-world social skills, and strategies topromote healthy social media use are also important areas of research. By examining these factors, researchers can develop comprehensive understanding of how social media affects youth.

POSITIVE ASPECTS

Educational interventions: Schools should incorporate digital citizenship and media literacy programs into the curriculum.

Teaching critical thinking skills and responsible online behavior can empower youth to navigate social media safely.

Collaboration between schools, parents, and community organizations can create a comprehensive approach to address the impact of social media on youth.

Job:In fact, many organizations create their own pages on Facebook to find out about other users. Additionally, the impact on recruitment has becomeincreasingly significant.Companies createprofile pages on social media, especially on LinkedIn, Facebook,Twitterand the company websites, to find suitable candidates forinternal positions.

Parental involvement: parents play a crucial role in guiding youth's social media use.open communication, settings boundaries, and monitoring online activities are essential. Educating parents about social media platforms and potential risks can help them support their children effectively.

Negative aspects

Waste of time: There are several reasons why social networks are a waste of time:-

- Time spent logging into the social networks.
- Impact on health, study and work

Instances of online exploitation have become common these days. These sites are harmful,especially for teenagers, and lack of anonymity.

CYBER BULLYING: cyberbulling mainly takes place on social networking sites and under down pages. While 30% of the students in middle and high school students were identified as victims, 18% of the affected students are girls as compared to 12% boys. 15% of these victims attempts suicide out depression.

Psychological impacts: Excessive social media use has been linked to increase rates of anxiety and depression among youth. Social media can also contribute low self-esteem and body image issues due to the curated and idealized nature of content.

DATA ANALYSIS

Table 1 Details of Age Group of the Respondents

Age Group	No of Respondents	Percentage
Below 18	02	4%
18-25	34	68%
26-30	14	28%
Total	50	100%

FINDINGS

This study investigated the effects of social media on adolescents. As a results, 20% resondents reported the benefits and positive impact of learning through social media, a further 20% of the respondents benefited from staying connected with friends through social media, and 28% of the respondents found that they beifitedfrom entertainment and fun. 18% of respondents said that services for job opportunities, e.g.. Theresults also show that social media is causing health problems and influencing our culture. When using social media, users should keep in mind cultural values and socal norms.

SUGGESTIONS

- Social media users are encouraged to remember theirpurposes for using social media,continue touse the informative websites, and also be aware of privacy issues relatedto the use of apps.
- Youth should use their time wisely on social media for better social networking instead of wasting their precious time on linformal chats and posts on WhatsApp, Twitter, Facebook and Youtube.
- To protect the future of our children, teachers and parents need to check out what they are actually are doing on social media.

CONCLUSION

In conclusion, although media has many benefits, its negative effects cannot be ignored either. It is important for educational institutions and parents to guide young people in navigating this digital space and promote responsible use and digital literacy. This will help reduce negative effects and leverage the potential of social media for the overall development of the youth.Research shoes that social media has both positive and negative effects on adolescents. Young people need to be aware of the purposes for ehich they use social media and the time they spend online, ensuring that this benefits their personal and social.