A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH

[1]Vikas Jain, [2]Dr. Kaustubh Jain, [3]Dr. Vijay Kumar Jain

[1]Research Scholar, [2]Associate Professor, [3]Director
[1]Department of Business Management,
[1]Rabindranath Tagore University, Bhopal (M.P.) India

Abstract: The extensive use of social media in India has been on the rise among the new generation youths. In today's world, use of social media has become an integral part of everyday life of human being. This paper throws a light on pattern of social media usage and its impact on youth. The new age social networking culture has been accepted and got an enthusiastic response. It is evident from the studies that social media has both positive and negative impact on youths.

Index Terms **- Social Media, Social Networking, Impact and Youth.**

I. INTRODUCTION

Social Media refers to array of applications such as WhatsApp, Facebook, Twitter, LinkedIn, and YouTube etc. and websites through which people share the information and appreciate major event s that happens around them. Social media is in progress from the early of the 21st century. Social media tools provide better way of opportunities and interaction to learn different foreign languages. With the advent of social media, the world become a global village. Through social media platforms, users can connect with other people within seconds, share their ideas, and provide comments on different area of interest and issues. People of different culture can also talk on any issue and also search for information about other countries.

The National Youth Policy (NYP)-2014 has defined 'youth' as persons in the age-group of 15-29 years. Youths and students use social media for varied purpose like learning, entertainment, and also for innovation. Social media influence youth's life and it has both positive and negative impacts. Assad Ali et al (2016) from their studies, found that social media plays vital role in providing learning and job opportunities to the students. In the recent time, companies have online system of recruitment and selection, few companies have own page or group to inform their employees about the company's position. Mostly companies use it for promotion of their product and services.

II. LITERATURE REVIEW

Livingstone and Bober (2003), pointed out that the main reason for generation gap is increased use of social media and people forgot their rituals and traditions due to the overuse of social media.

Brady, Holcomb, and Smith (2010) stated that social media had provided good platform ways for an education and students uses social media for e-learning.

Lusk (2010) said that, social media could be used for an academic purpose by students. Students can learn and enhance their communication skills. Social media has new web tools which can be used by the students to advance their learning skills.

Kalpidou, Costin, and Morris, (2011) stated that there is a relationship between social media and grades and according to Jacobsen and Forest (2011), social media had negative effect on grades and further told that two-thirds of the students were used social media while doing homework had bad impact on their grades. Ohio

State University described in its study that those students who spent them most of time on social media had low grades and those who did not spent their time on social media had high grades

III. PROBLEM STATEMENT

One of the main findings from GenY Survey conducted by TCS amongst the 'Post-Millennial' during 20 12-13 indicates that one out of every four youngsters have an access of internet for more than 1 hour in a day,73.65% youngsters use internet for academic research work, more than 62% use it for social media activities such as chat/connect/blog. Another survey report published on social media chimps in the form of info graphic reflects the impact of social media to even greater extent. Girls aged 16-17 years are most inclined to cyber bullying attacks. The reports above altogether gave a mixed bag of reaction. While they put social media in a good perspective, most of the times they also highlight the downside of their excessive use of social media. Daniel J. Flannery research work titled "Social Media and its effects on youth", revealed that victims face two such major threats online are cyber bullying and electronic aggression. Having understood the different impact from social media usage, researcher made an attempt to study the impact of social media on the youth.

IV. OBJECTIVES OF THE STUDY

The main objective of this study is to analyses the impact of social media on youth. It also to assess how youth use social media in their day to day life and its impact on youth in terms of educational learning, entertainment, in quest of job opportunities, communication, enhancing skills, and online shopping.

V. RESEARCH METHODOLOGY

In the present study, descriptive type of research is used which describes the characteristics of a group or individuals and their perception about the social media and its impact on youth. The research is qualitative in nature.

5.1 Sources of Data

Researcher has collected the primary data with youth through the structured questionnaire. Secondary data has been collected from various articles, journals, magazines. The youths are considered as sampling units for this study. The sample size of this study consists of 50 youth respondents

VI. LIMITATION OF THE STUDY

Researcher felt that information bias by the respondent may slightly weaken the precision of findings.

VII. SOCIAL NETWORKING ASPECTS

There are many positive aspects of social networking, but there are equally as many as negative that come along with use of various tool of social media.

7.1. Positive Aspects

Education: Social networking technologies allows one to share a thought or two. It helps a person from one end of the world to connect and exchange their ideas with a person on the other end of the world. It is not just a source of entertainment but influential too. One can adopt its benefits to gain positive results in education.

Knowledge on Politics: Social media provides platform to its users to get conceptualized by internal efficacy, which refers to the citizen's own competence to understand and participate in politics, and external efficacy, or beliefs about responsiveness of governmental authorities and institutions to citizens' demand.

Awareness: Students can utilize social media to spread social awareness and kindness.

Social Benefits: Social networking sites can help youth to connect with friends. Social networking sites allow youth to live a life unchecked by small talk.

Job Opportunities: In fact, many organizations have created their own pages on Facebook and share information with other users. Moreover, its impact on recruitments has been bigger and bigger. Through building profile pages on social media, especially on LinkedIn, Facebook and Twitter along with the company website, companies find suitable candidates for the available vacancies in their organisation.

7.2. Negative Aspects

Lack of privacy: Social networking has drastically changed the way people interact with their friends, associates and family members. Although social networks, like Twitter, Facebook, Google+, YouTube, play a major role in our day to day lives, it poses serious privacy risks. When using these social media sites, it is quite important to know and understand the privacy risks involved in it.

Waste of time: There are some reasons why social networking is a waste of time: -
- Time logging into the social sites
- Effects on health, study and work
- Instances of online exploitation have become rampant these days. These sites are harmful especially for teenagers and
- Lack of anonymity.

Cyber bullying: Cyber bullying mostly take place on social networking sites and blow down pages. While 30% of the students in middle and high school have been identified as victims, 18% of the affected students are girls as compared to 12% boys. 15% of these victims attempt suicide out of depression.

Electronic aggression (EA): EA refers to harassment caused through emails, chat rooms, instant messaging, text messages, fake websites, etc. and the report says, 9% to 35% of youngsters have been affected by EA at any point of their young age.

VIII. DATA ANALYSIS

Table 8.1 : 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%

Interpretation

From the above table, it is inferred that 68% of the respondents belongs to the age group of 18-25, 28% and 4% of respondents belongs to the age group of 26-30 and below 18 respectively.

Table 8.2 : Mode of access for social networking applications

Mode of access	No of Respondents	Percentage
Mobile Devices	49	98%
Laptops	00	0%
Desktop Computer	01	2%
Total	50	100%

Interpretation

From the above table, it is inferred that 98% and 2 % of the respondent's access for social networking applications through mobile devices and desktop computer respectively.

Table 8.3 : Tools of social media used

Tools of social media	No of Respondents	Percentage
WhatsApp	10	20%
Facebook	15	30%
Instagram	15	30%
Twitter	3	6%
Others	7	14%
Total	50	100%

Interpretation

From the above table, it is clear that 20% of the respondents uses WhatsApp, 30% of the respondents each uses Facebook and Instagram, 6% of the respondents uses twitter and 14% of the respondents uses other type of social media.

Table 8.4 : Number of hours spend in a day on social media

Parameters	No of Respondents	Percentage
1-2 hrs.	12	24%
3-4 hrs.	20	40%
More Than 4 hrs.	18	36%
Total	50	100%

Interpretation

From the above table, it is inferred that 24% of the respondents spend 1-2 hours in a day on social media, 40% of the respondents spends 3-4 hours a day and 36% of the respondents spends more than 4 hours a day on social media.

Table 8.5 : Purpose of using social media

Purpose of using social media	No of Respondents	Percentage
To keep updated with news/trends	11	22%
To feel the sense of belongingness	2	4%
Communication & Connect with friends & family	13	26%
Sharing posts	9	38%
Social awareness	10	20%
Others (Online Shopping)	5	10%
Total	50	100%

Interpretation

From the above table, it is inferred that 22% of the respondents said that their purpose of using social media is to keep updated with news/trends, 4% of the respondents feel sense of belongingness, 26% of the respondents mainly used social media to have a communication and connect with friends and family, 38% of the respondents said that their purpose of using social media is for sharing posts, 20% of the respondents said that their purpose of using social media is to have social awareness.

Table 8.6 : Personal benefits / Positive impact of using social media

Personal benefits / Positive impact	No of Respondents	Percentage
Learning	10	20%
Staying connected with friends	10	20%
Entertainment and fun	14	28%
Digital Reputation	5	10%
In quest of job opportunities	9	18%
Others	2	4%
Total	50	100%

Interpretation

The above table indicates that 20% of the respondents said that they have benefits/ positive impact of learning from social media and another 20% of the respondents got benefits of staying connected with friends through social media, 28% of the respondents get benefits like entertainment and fun, and 10% of the respondents benefited by digital reputation, 18% of the respondents got benefits like in quest of job opportunities.

Table 8.7 : Dis-advantages/ negative impact of using social media

Dis-advantages/ negative impact	No of Respondents	Percentage
Cyber Theft	20	40%
Health Issues	11	22%
Time waste	11	22%
Wrong Text Abuse	5	10%
Others (Culture issue)	3	6%
Total	50	100%

Interpretation

From the above table, it is clear that 40% of the respondents said that dis-advantages of using social media are cyber theft, 22% of the respondents said it causes health issues and another 20% of respondents had waste of time, 10% of the respondents faced issues like wrong text abuse and other related issues.

Table 8.8 : Level of impact of social media on well-being

Level of impact	No of Respondents	Percentage
High Level	24	48%
Medium Level	23	46%
Low Level	3	6%
Total	50	100%

Interpretation

From the above table, it is inferred that 48% of the respondents had high level impact on well-being, 46% of the respondents had medium level impact on well-being and 6% of the respondents had lower level impact on well-being.

Table 8.9 : State of mind during the use of social media

Parameters	No of Respondents	Percentage
Motivation	11	22%
Happiness	10	20%
Boost Self Esteem	07	14%
No fear of being left alone	05	10%
Inspiration	08	16%
Others	09	18%
Total	50	100%

Interpretation

From the above table, it is inferred that 20% of the respondents feel happy while using social media, 14% of the respondents said that it boosts self-esteem, 22% of the respondents felt motivated, 10% of the respondents felt no fear of being left alone, 16% of the respondents got inspired while using social media.

Table 8.10 : Acceptance level with respect to request from strangers in social media tools

Parameters	No of Respondents	Percentage
Yes	5	10%
No	29	58%
May be	16	32%
Total	50	100%

Interpretation

From the above, table it is observed that 10% of the respondents said that they accept the strangers request, 58% of the respondents do not accept the request from strangers and 32% of the respondents said that they may or may not accept the stranger's request in social media tools.

IX. FINDINGS AND RECOMMENDATIONS

9.1. Findings

This study examined the impact of social media on youth. Results revealed that 20% of the respondents said that they have benefits/ positive impact of learning from social media and another 20% of the respondents got benefits of staying connected with friends through social media, 28% of the respondents get benefits like entertainment and fun, 18% of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values and social norms.

9.2. Suggestions

- It is suggested that social media users have to remember the purpose of using social media and stay remained use the informative sites and also aware of privacy issues involved in the use of apps
- Adolescence should use their time wisely on social media for better social networking instead of wasting their precious time on informal chats and posts in WhatsApp, Twitter, Facebook, and YouTube
- To secure the future of children, teachers and parents should check out what they actually are doing on social media

X. CONCLUSION

It is evident from the studies that social media has both positive and negative impact on our youths. Youths must be clear on purpose of using social media and how long they are on online and make it beneficial to their personal and social networking purpose.

XI. PRACTICAL: MANAGERIAL IMPLICATIONS

This research work is of its first kind as it focuses on the effect of social media on the youth. Despite of several hindrances, certainly social media platform is turned out as way of communication, channel of engagement and will continue to be the platform of living in the days to come. Educational institutions and other organizational set up which is working with students can leverage through the social media platforms

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