

An Analysis of the Impacts of Social Media on Youth

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Abstract: *Through the use of information technology, individuals from all over the world are connected and the world becomes a smaller place. Technology use on social networking platforms has increased its appeal among young people, particularly young people students. A sample of 200 young respondents from Dabwali city of District Sirsa was chosen by simple random selection in order to analyse the effects of social media on youth. The study's results, which were obtained show how important social media is for young population and what are the positive and negative impacts of the use of social media on young population.*

Keywords: information technology, global connectivity, social media impact, youth, Dabwali city study

1. Introduction

The term "Social Media" refers to a grouping of websites and programmes (such as Facebook, Twitter, WhatsApp, LinkedIn, YouTube, and others) that allow users to connect and share information and stay informed about events via social networking. Since the start of the twenty - first century, social media has been developed. Individuals from various age groups utilize social media. Social media is an essential part of life. Technology (IT) has altered the quality of life. These resources offer a variety of communication channels and global chances for language acquisition. Thanks to social media, the globe has become a global village. Through video conferencing, users may quickly interact with others, share ideas, and leave comments. Diverse cultural groups are able to discuss any topic. Social media shows various documentaries, which connects individuals to their culture. Social media is also used by people to learn about other nations. Adolescents' lives are impacted by social media, both positively and negatively. Students use social media for amusement, education, and innovation. The present study tries to find out how social media affect the young people.

Objectives of the Study

This study's primary goal is to examine how social media affects young people. It also evaluates how young people use social media in their daily lives and how it affects their ability to communicate, find entertainment, look for jobs, improve their abilities, and shop.

2. Methodology

The present research employs a descriptive research design to characterize the traits of a group or individuals as well as their opinions regarding social media and how it affects young people.

Selection of Area

The study is pertained to the Dabwali city of district Sirsa of Haryana. The study has been conducted on youth population in Dabwali city of district Sirsa. A total of 200 young males and females have been selected by using the random sampling. The data have been collected by survey method from all the respondents. Personal interviewed were

conducted on the social media users with the help of well - structured schedule.

Sources of data

The study is based mainly on primary data. The primary data have been collected from well - structured schedule and questionnaire.

Time Period of the study

To collect the primary data, the time period has been selected from 2022 to 23.

Analytical Tools and Techniques

To achieve the specific Objectives of the study, data collected has been analyzed. For the purpose of analysis, logical tool and techniques such as per average, percentage, and other required method tools have been used.

3. Results and Discussion

The furnished results related to the impacts of use of social media on the youth of Dabwali city is reflected through the following heads:

Distribution of Respondents according to their Age

Based on the data given in table 1, it can be deduced that 9.5 per cent of respondents are under 15 years old, and 71.5 per cent of the respondents are between the age of 15 and 25 while 19 per cent of the respondents lie in the age group of 25 to 30.

Table 1: Distribution of Respondents according to their Age

Age Group	No. of Respondents	Percentage
Below 15	19	9.5
15 - 25	143	71.5
25 - 30	38	19
Total	200	100

Mode of Access for Social Networking Applications

Table 2 suggests that 82.5 per cent and 11.5 per cent of the respondents, respectively, use mobile devices and laptop to access social networking programmes. Additionally, it is discovered that 6 per cent of the participants use social media via desktop computers.

Table 2: Mode of Access for Social Networking Applications

Mode of access	No. of Respondents	Percentage
Mobile Devices	165	82.5
Laptops	23	11.5
Desktop Computer	12	6
Total	200	100

Types of social media

Based on the data presented in table 3 it can be deduced that 96 per cent of the respondents admitted to using WhatsApp, and 17 per cent acknowledged were noticed to use Facebook. Additionally, it is disclosed that 11.5 per cent of the participants utilize Instagram. 1.5 per cent of the respondents said they use other forms of social media, whereas 2.5 percent said they use Twitter.

Table 3: Types of Social Media

Tools of social media	No. of Respondents	Percentage
WhatsApp	192	96
Facebook	34	17
Instagram	23	11.5
Twitter	5	2.5
Others	3	1.5
Total	200	100

Hours Spend in a Day on Social Media

Regarding number of hours spent on social media, it was found that 44.5 per cent of the respondents shared the fact that they normally spend less than 1 hour on social media. It is also revealed that 36.5 per cent of the respondents are of the view that they use social media for 1 to 2 hours in a day. 19 per cent of the respondents agreed to the fact that they spend 2 to 3 hours on social media.

Table 4: Hours Spend in a Day on Social Media

Parameters	No. of Respondents	Percentage
Less than 1 hour	89	44.5
1 to 2 hours	73	36.5
2 to 3 hours	38	19
Total	200	100

Purpose of Using Social Media

According to data presented in table 5, 7 per cent of the respondents stated that they use social media to stay up to date on news and trends, 46.5 per cent said that they use it to feel like they belong, 25.5 percent said that they use it primarily for communication and to connect with friends and family, 12.5 per cent said that they use it for post sharing, and 4.5 percent said that they use it to be socially conscious.

Table 5: Purpose of Using Social Media

Purpose of using social media	No. of Respondents	Percentage
To keep updated with news/trends	14	7
To feel the sense of belongingness	93	46.5
Communication & connect with friends & family	51	25.5
Sharing posts	25	12.5
Social awareness	9	4.5
Others (Online Shopping)	8	4
Total	200	100

Benefits of the Use of Social Media

According to the data presented in table 6, 8.5 per cent of

respondents claimed to have benefited from or seen a positive impact from using social media for learning, and another 43.5 per cent claimed to have benefited from using social media to stay in touch with friends. Additionally, 24 per cent claimed to have benefited from entertainment and fun, 6 per cent claimed to have benefited from their digital reputation, and 8 per cent claimed to have benefited from using social media as they were using it for looking for job opportunities.

Table 6: Benefits of the Use of Social Media

Personal benefits/Positive impact	No. of Respondents	Percentage
Learning	17	8.5
Staying connected with friends	87	43.5
Entertainment and fun	48	24
Digital Reputation	12	6
Inquest of job opportunities	16	8
Others	20	10
Total	200	100

The drawbacks and detrimental effects of social media use

The data in given in table 7 indicates that according to 39 per cent of respondents, the primary risk associated with social media use is related to health issues. They argued that using social media excessively has resulted in health problems, primarily relating to depression, back pain, and vision problems. A sizable fraction of respondents acknowledged that one disadvantage of utilizing social media is wasting time. It creates problems related to culturally - related topics, which 10.5 per cent of respondents supported. Furthermore, 9.5 per cent of the participants said that their use of social media exposed them to other cyber threats.

Table 7: The drawbacks and detrimental effects of social media use

Disadvantages/negative impact	No. of Respondents	Percentage
Cyber Theft	19	9.5
Health Issues	78	39
Time waste	75	37.5
Wrong Text Abuse	7	3.5
Others (Culture issue)	21	10.5
Total	200	100

The Mindset when Utilizing Social Media

From table 8, it is inferred that 8.5 per cent of the respondents feel motivated while using social media, 14 per cent of the respondents said that it gives them happiness when they use social media. 11.5 per cent of the respondents felt that it is helpful in boosting self - esteem. A large chunk of the respondents felt that it is helpful when they are alone as it omits the fear of being alone as 44.5 per cent of the respondents supported that fact. 21.5 per cent of the respondents got inspired while using social media.

Table 8: The mindset when utilizing social media

Parameters	No. of Respondents	Percentage
Motivation	17	8.5
Happiness	28	14
Boost Self Esteem	23	11.5
No fear of being left alone	89	44.5
Inspiration	43	21.5
Others	200	100

4. Conclusion

It can be concluded on the basis of the above discussion that young people use social media mostly to connect with their friends and family and to have a sense of belongingness. The results further demonstrate how social media use might lead to health issues. Many of the respondents also agreed that spending too much time on social media is the big issue as that could be spent on other useful tasks. The study also revealed that among the younger age, WhatsApp is more popular than other social networking platforms. The results also show that these modes are also being used for learning purpose by a meagre proportion of the respondents.

5. Suggestions

- 1) Social media ought to be utilised constructively.
- 2) It is suggested that social media users have to remember the purpose of using social media and try to use the informative sites and also aware of privacy issues involved in the use of apps.
- 3) In order to reduce any adverse impacts, the government must enact certain stringent measures. Immoral websites should be prohibited by law.
- 4) A Strong advice for the government is to develop policies or community that check which immoral websites are utilised by which users.
- 5) The government must implement policies to prevent unfair media reporting that undermines society.
- 6) To secure the future of children, teachers and parents should check out what they actually are doing on social media.
- 7) It is highly advised that social media users should visit useful websites and keep in mind why they are using social media.

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