Internet and Social Media Habit among Youth and Its Impact on Public Mindset In the context of Uttarakhand, India

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Abstract

The study aims to understand the Internet and social media habit of youngsters of Uttarakhand and how it is impacting their mindset. It is vexing to understand the effect of social media and internet on young people's convictions in Uttarakhand. It would aid us in comprehending the significance of social media in public indulgence and communication. It is exploring the probability of how people absorb knowledge and news, as well as how social media is changing culture. In the research 6 regions of Uttrakhand were included for collecting sample which includes Pauri, Srinagar, Dehradun, Haldwani, Nanital and Almora.Study evidently found in its findings that youngsters of Uttarkhand were extensively getting impacted with Internet and social media wherein 48% female and 52% male are using Internet and social media. The most impacted age group is 21-25 years and maximum students are using internet and social media for expressing their opinion on social issues and are voicing their opinion clearly on social media platforms. They are using social medial platforms for accessing information, news and entertainment.

In a nutshell, the study is polling 100 people in the Uttarakhand Region to learn about their internet and social media activities, as well as its effect on their mindsets.

Keywords: social media, Internet, Impact, Mindset, Social Campaigns

Introduction

With time, we witnessed numerous changes all over the world, and these changes altered the meaning of human existence (Patel, 2018). These changing times not only transformed various perspectives on life but also conveyed enormous vicissitudes in the meaning of communication. The world is currently living in the postmodern era of civilization. The world has witnessed an information technology revolution over the last three decades (Patel, 2018). When we look at the services available to individuals in the 1960s, 1970s, and 1980s, it was mainly the facility of a landline phone, and that landline phone was often measured as the primary luxury in those days. These people used phones in the later stages of their lives, while the younger generation of this period was born and raised in a

wireless age and environment. The new generation is categorically consecrated because they have been endowed with numerous information technology devices that have made connectivity tranquil, fast, and ubiquitous. (Patel, 2020)

The facility of the internet has opened a new corridor for communication. The Internet has altered the dynamics of connectivity by creating a new universe. (Zhao, 2006) Essentially, the invention of the Internet has taught us how humans could communicate and react in the age of information technology, connectivity, and digital media. The Internet affects every part of human life, whether it be connectivity, everyday errands, leadership, jobs, government, culture, quality of life, or something else. (Bakardjieva, 2005) The availability of internet access on personal communication technology broadened the communication media's horizon. Websites, micro-blogs, social networking pages, and texting services are among the many contact tools available to cell phone users. (E. V. Popov, 2020) The use of networking avenues accessible via the internet affects all aspects of human life. Celebrities, political figures, and socialites are all using new media to gain attention from their fan bases through microblogging sites and social networking pages.

Media, the fourth pillar of democracy, is the most important component of culture and provides the basis for it. The media is well-known for enlightening, informing, and raising awareness among the public. (Patel, 2018) According to Harold Innis, the advancement in communication media aids in social transformation. He was a true believer that people developing their media for contact at the edges of society led to societal progress (Keshav, 2017).In one of his writings, he said that Egyptian priests had conjectures about the Nile flood and often had reliable forecasts about the Nile flood, which occurred as a result of their continuous writings, as knowledge of writing enabled them to make accurate estimates. He stressed the importance of popular sentiment in conveying constructive developments in culture. He assumed that once a new medium is brought into society, the course of information and the presentation of information varies. (Keshav, 2017). When the means of communication shifts, the centre of control shifts. As a result, it may be correctly said that knowing the legitimacy and reputation of the source, medium, and knowledge is critical for creating public opinion, as all three aspects are influential in creating public opinion. (Keshav, 2017)

According to Joseph Devito's book, 'Essentials of Human Communication,' he stressed the many tenacities of mass media, stating that media plays an important role in the consolidation of behavioral habits, norms, ethics, thoughts, opinions, and values. He also emphasized that the media casts a pall on psychological, environmental, and societal transitions. People may form public opinions because advertising churns their thought processes, influences them internally and externally, and allows them to form views. He also noted that the media often motivates and sometimes even instigates people on topics, which draws their attention to problems and events. (DeVito, 2016) According to Lasswell and Wright, one of the most significant work of mass media is to keep reconnaissance on all the happenings in the World and around and make information available to the society. With the advancement in times, it could be visibly seen that with the introduction of the internet and social media, though all the generation are getting impacted a major impact could be seen in the social media and internet usage habit of youngsters. (Bryson, 2012)

1. **Research Methedology:**

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In the proposed study, researcher had conducted her research in the municipal limits of six cities of Uttarakhand state which includes Pauri, Srinagar, Dehradun, Haldwani, Nainital and Almora.Researcher collected data from primary and secondary sources. Simple random sampling is being used for conducting the survey. A survey method was used to collect the data, which was being helpful in both qualitative and quantitative research. The technique of gathering and processing data was in three phases:

1. Survey of the cases were identified for using questionnaire as a tool for quantitative analysis and other data collection methods like observation, interview transcripts, document etc. to collect the data for qualitative analysis,
2. Recording of Data and
3. Their interpretations.

Suitable method of statistical analysis available for social research was employed and subsequently, representations are proposed in forms of charts, tables, bar graphs, histograms, maps etc.

2. Findings

Data and Interpretation:

Objective- Description analysis of respondents involved in the study.

The factors under which the community background of the youth involved in this study were classified into age, caste, gender, education, occupation, residence, family size. Based on this, the details of respondents are as under:

0. Objective- Study of the social and economic status of respondents
0.1 Selected Sample

The age status of 100 respondents were selected from Garhwal and Kumaon region of Uttarakhand. It also includes the Geographical cultural areas included in the research.

Table 1 -Selected Unique

Age Group	16-20 years	21-25 years	26-29 years	30-34 years	Above 34 years	Grand Total
Female	17	17	6	8		48
Male	6	21	7	9	9	52
Grand Total	23	38	13	17	9	100

Table 2-Selected Unique and Area

Serial Number	Geographical Cultural area	Representative Site	Selected Respondents	Participation
1	Garhwal	Pauri	25	25
2	Garhwal	Srinagar	25	25
3	Garhwal	Dehradun	25	25
4	Kumaon	Haldwani	25	25
5	Kumaon	Nainital	25	25
6	Kumaon	Almora	25	25

The table clearly shows that respondents include male and female respondents. The percentage of males is 48% and female is 52%. The age group is divided into 04 age groups.

Women and men have been divided into four categories on the basis of age group. Which are divided into 16-20 years, 21-25 years, 26-29 years and 30-34 years and Above 34 Years. The highest number of respondents is those in the age group of 21-25 years of age group. Often, young people in this age group make the most use of the Internet and are active on social media.

0.2 Based on the Place of Residence- the respondents are divided into rural and urban areas on the basis of residence. The received answers are tabled in the following table.

Table 3: Based on the Place of Residence

| Residence	Female	Male	Grand Total
Rural Living	9	6	15
Urban Living	39	46	85
Grand Total	48	52	100

15 respondents are from rural background and 85 respondents are from urban background. Among the respondents living in urban area, 39 are females and 46 are males and in rural areas, 9 are females and 6 are males.

0.3 Profession -The respondents were divided into different categories of professional status. The received answers are tabled in the following table.

Table 4-Profession

Profession	Private Services	Public Services	Self-Employed	Student	Grand Total
Rural Living	1	1	1	12	15
Female		1	1	7	9
Male	1			5	6
Urban Living	21	20	9	35	85
Female	8	8	3	20	39
Male	13	12	6	15	46
Grand Total	22	21	10	47	100

Figure 1
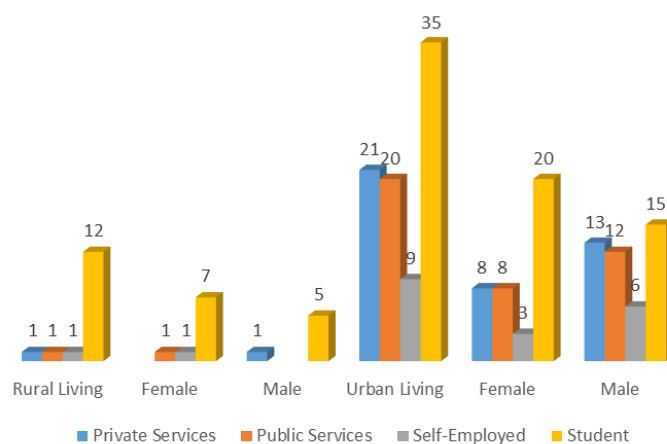
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In the data obtained, there are 22 respondents from private sector in which 8 are female and 14 are males. In the data obtained, there are 21 respondents are from public sector which includes 9 females and 12 males. In the data obtained, there are 10 respondents which are self-employed among which 4 are females and 6 are male. In the data obtained, there are 27 students which includes 27 females and 20 males.

The above details are analyzed on the supporting aspects of the respondents involved in the study.

1.Objective: Internet and Social Media Habit.

After the study of socio-economic condition of the respondents, we are trying to understand the cultural, internet and social media habits of the respondents because we are trying to study the internet and social media habit of the respondents. The time span of the respondent on social media. The respondents were asked the following question:

1.1 Time on Internet Surfing – For understanding the Internet surfing habits of the respondents, researcher questioned the respondents that 'how much time do you spend on internet surfing?' The received answers are tabled in the following table.

Table 5– Internet Surfing

Timing	1-2 hours	2-4 hours	4-6 hours	Less than 1 Hour	More than 6 hours	Grand Total
16-20 years	4	10	4	1	4	23
Female	2	8	3	1	3	17
Male	2	2	1		1	6
21-25 years	5	12	12		9	38
Female	1	4	8		4	17
Male	4	8	4		5	21
26-29 years	2	5	2		4	13
Female	1	2	1		2	6
Male	1	3	1		2	7
30-34 years	5	6	1	3	2	17
Female	2	5		1		8
Male	3	1	1	2	2	9
Above 34 years	5	2		2		9
Male	5	2		2		9
Grand Total	21	35	19	6	19	100

From the data obtained, there were 6 respondents who were using internet for less than one hour which comprised of 2 female and 4 male, 21 respondents were using internet between 1-2 hours which comprised of 6 females and 15 males, 35 respondents were using internet between 2-4 hours which comprised of 19 females and 16 males, 19 respondents were using internet between 4-6 hours which

comprised of 12 females and 7 males and 19 respondents were using internet for more than 6 hours which comprised of 9 females and 10 males.

The respondents were asked the following question in the next category:

1.2   Duration –Researcher for understanding the Internet duration pattern of respondents asked them that 'since when are you using Internet?' The received answers are tabulated in the following table.

Table 6: Duration

Duration	Female	Male	Grand Total
From past one year	1		1
Urban Living	1		1
0-2 years	2		2
Rural Living	2		2
0-3 years	3		3
Rural Living	2		2
Urban Living	1		1
0-4 years	3	4	7
Rural Living		1	1
Urban Living	3	3	6
More than 4 years	39	48	87
Rural Living	5	5	10
Urban Living	34	43	77
Grand Total	48	52	100

From the data obtained, in the category of past one year total 1 respondent was there which comprised of 1 female, In the category of 0-2 year there were total 2 respondents which comprised of 2 females, In the category of 0-3 year there were total 3 respondents which comprised of 3 females. In the category of 0-4 years there were total 7 respondents which comprised of 3 female and 4 male and in the category of more than 4 years there were total 87 respondents which comprised of 39 female and 48 males.

1.3   Social Media Platform - In order to understand that which social media platforms were used by the respondent, researcher asked them 'which your favourite social media site is.?' The answers received are tabulated in the following table.
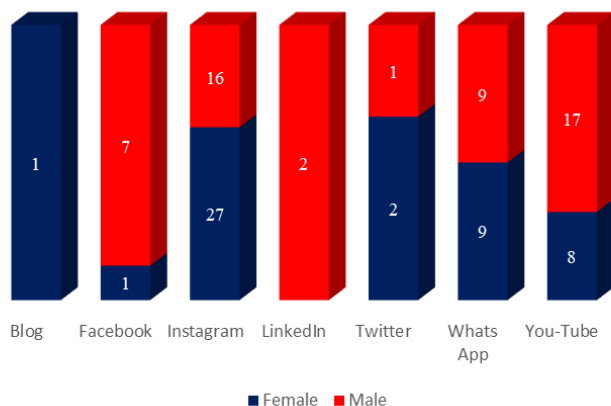
Table 7- Platform

Platform	Female	Male	Grand Total
Blog	1		1
Facebook	1	7	8
Instagram	27	16	43
LinkedIn		2	2
Twitter	2	1	3

Whats App	9	9	18
You-Tube	8	17	25
Grand Total	48	52	100

Figure 2

Female   Male

In the data obtained , 1respondent was using blogs which comprised of 1 female , 8 respondents were using Facebook which comprised of 1 female and 7 male, 43 respondents were using Instagram which comprised of 27 female and 16 male, 2 respondents were using Linked-In which comprised of 2 male , 3 respondents were using Twitter which comprised of 2 female and 1 male, 18 respondents were using What's app which comprised of 9 female and 9 male, 25 respondents were using You-Tube which comprised of 8 female and 17 male.

1.4 Aim/Objective of Using social media-

After understanding the usage of social media and platforms used by respondents on social media, it becomes very important to understand that what are the aims and objectives of respondents for using social media. In ordere to understand the same researcher asked respondents, 'what is your aim/objective of using social media?'Recived answers are tabulated below.

Table 8- Purpose

Purpose	Female	Male	Grand Total
Commercial purpose	1	2	3
Education	6	8	14
Entertainment	19	16	35
Information	18	17	35
News and views	4	4	8
To build relationship		5	5
Grand Total	48	52	100

Figure 3
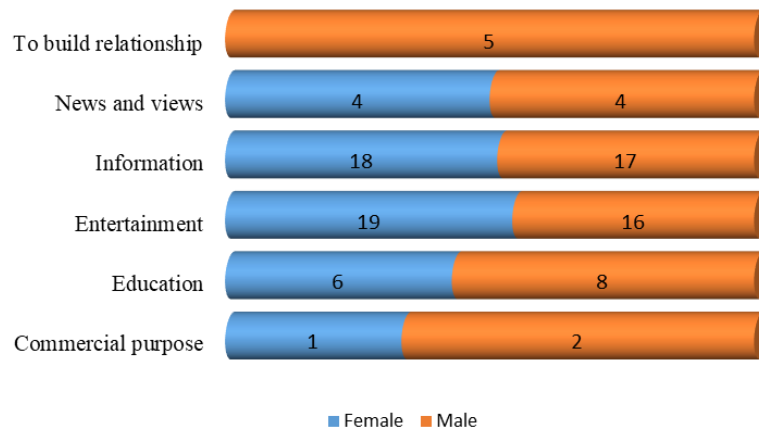
■ Female ■ Male

In the data obtained, the findings are that 3 respondents were using social media for the commercial purpose which comprised of 1 female and 2 males, were using for Education purpose, were using for Entertainment, were using social media for Information, were using social media for News and were using social media for relationship building. In the data obtained in the above graph, the biggest respondent group using social media the most is the age group of 21-25 years of age.

2. Objective: Social Media Impact on Public Mind-Set

In the above tables we were trying to understand the objective of the respondent for using social media and from which time duration the respondents were using social media .In this segment we are trying to understand that is social media creating an impact on the mindset of the people.

2.1 Access of News:

For understanding the impact of social media on the mind-set of the youngsters, researcher questioned respondents by asking 'how frequently do you use social media to access news?'Received answers are tabulated below.

Table 9- Access of News

Access of News	Female	Male	Grand Total
Always	26	18	44
Never		4	4
Once In A While	4	5	9
Sometimes	18	25	43
Grand Total	48	52	100

In the data obtained, 100 respondents responded which comprised of 48 female and 52 male in which we were trying to understand that how often were they using social media to access news.44 respondents responded that always accessed social media for news which comprised of 26 females and 18 males, 4 respondents responded that they never used social media for accessing news which comprised of 4 males,9 respondents responded that they accessed social media once in a while for
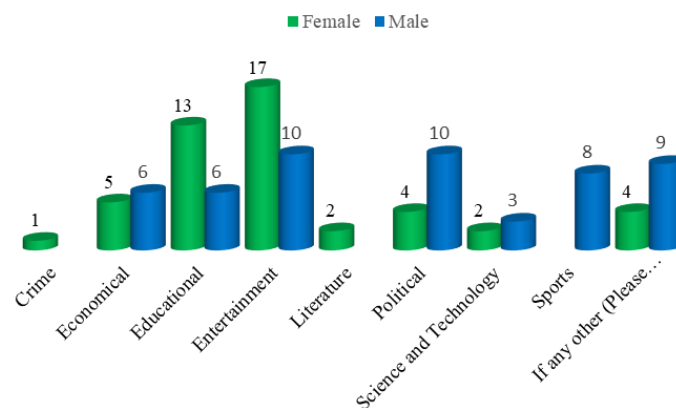
accessing news which comprised of 4 female and 5 male and 43 respondents responded that they sometimes used social media for accessing news which comprised of 18 female and 25 female.

2.2 Types of Information and News: After understanding the access of news of respondents in the above table, it becomes important to understand that which type of news and information is accessed by the respondent on social media. So, researcher asked respondents, 'what type of information and news do you read on social media?' Received answers are tabulated below.

Table 10-Types of Information and News

Types of Information and News	Female	Male	Grand Total
Crime	1		1
Economical	5	6	11
Educational	13	6	19
Entertainment	17	10	27
Literature	2		2
Political	4	10	14
Science and Technology	2	3	5
Sports		8	8
If any other (Please mention)	4	9	13
Grand Total	48	52	100

Figure 4

As per the response of the respondents , 19 respondents access social media for educational news which comprised of 13 female and 6 male, 27 respondents accessed social media for entertainment news which comprised of 17 female and 10 male , 14 respondents accessed social media for political news which comprised of 4 female and 10 male, 5 respondents accessed social media for Science and Technological news which comprised of 2 female and 3 male , 11 respondents accessed social media for Economical news which comprised of 5 female and 6 male , 8 respondents accessed social media for sports news which comprised of 8 male , 1 respondent accessed social media for criminal news which comprised of 1 female , 2 respondents accessed social media for news related to Literature which comprised of 2 female, 13 respondents accessed social media for other information which comprised of 4 female and 9 male.

2.3 Expression of Views:

In the above table after understanding that which types of news and information is accessed by respondents on social media it becomes important to understand that what kind of views are expressed by respondents on social media so researched asked respondents, 'what kind of views do you express on social media?'. Received answers are tabulated below.

Table 11-Expression of Views

Expression of Views	Educational	Entertainment	Issues of public welfare	Oped	Social Issues	Grand Total
16-20 years	6	6	2		9	23
21-25 years	3	11	11		13	38
26-29 years	1	6	1	1	4	13
30-34 years	1	5	8	1	2	17
Above 34 years	2	1			6	9
Grand Total	13	29	22	2	34	100

Figure 5
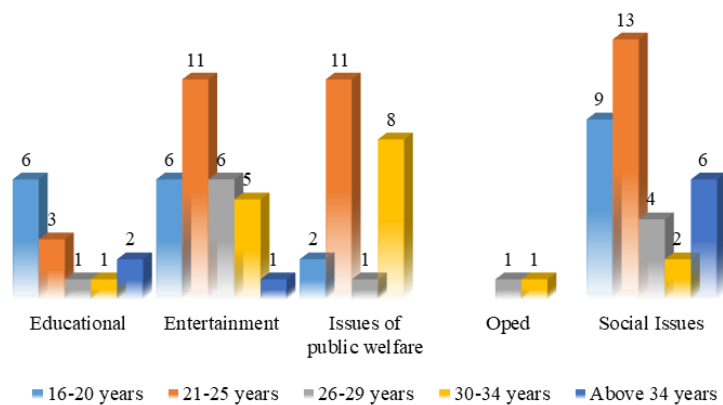
As per the data obtained, 23 respondents of 16-20 years of age group expressed views on education (6) entertainment (6) issues of public welfare (2) social issues (9), 38 respondents of 21-25 years of age group expressed views on education (3) entertainment (11) issues of public welfare (11) social issues (13), 13 respondents of 26-29 years of age group expressed views on education (1) entertainment (6) issues of public welfare (1) oped (1) social issues (4), 17 respondents of 30-34 years of age group expressed views on education (1) entertainment (5) issues of public welfare (8) oped (1) social issues (2) and 9 respondents of above 34 years of age group expressed views on education (2) entertainment (1) social issues (6).

2.4 Visit on Governmental Portal:

After understanding the expression of views of respondents in the above table, it becomes important to understand that how frequently respondents visit government portals. So, researcher asked respondents, 'how frequently do you visit government portals?' Received answers are tabulated below.

Table 12-Visit on Governmental Portal

Visit	Female	Male	Grand Total
Never	3	2	5
Not so frequently	24	11	35
Often	11	22	33
Rarely	6	11	17
Regularly	4	6	10
Grand Total	48	52	100

Figure 6
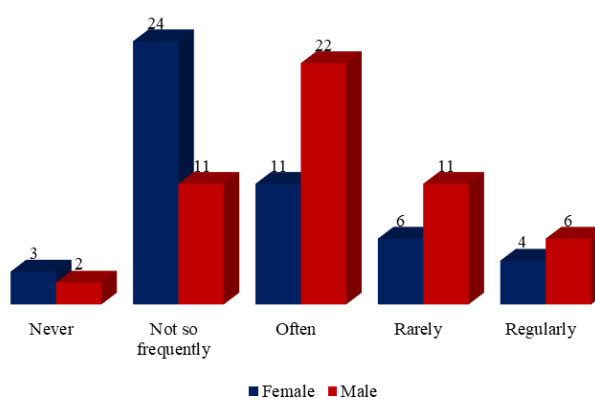
In the data obtained, 5 respondents responded that they never visited government portals which included 3 female and 2 male, 35 respondents responded that they not so frequently visit government portals which included 24 female and 11 male, 33 respondents responded that they often visit government portals which included 11 female and 22 male, 17 respondents responded that they rarely visit government portals which included 6 female and 11 male, 10 respondents responded that they regularly visit government portals which included 4 female and 6 male.
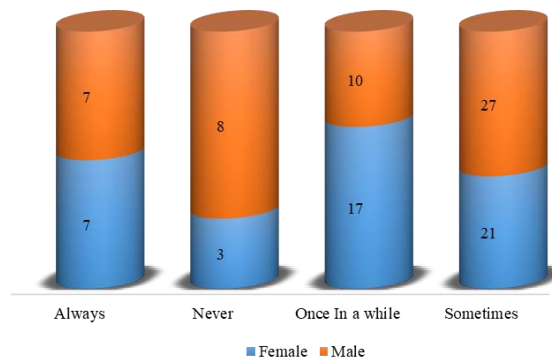
2.5 Reading Public Policies on social media:

After understanding that how many respondents visited government portals, the question arises that do they read public policies on government portal or on social media. It becomes important to understand that how frequently respondents visit government portals. So, researchers asked respondents, 'do you read public policies on social media?' Received answers are tabulated below.

Table 13-Reading Public Policies on social media

Reading	Female	Male	Grand Total
Always	7	7	14
Never	3	8	11
Once In a while	17	10	27
Sometimes	21	27	48
Grand Total	48	52	100

Figure 7

In the data obtained, 14 respondents responded that they always read public policies on social media which included 7 female and 7 male, 11 respondents responded that they never read public policies on social media which included 3 female and 8 male, 27 respondents responded that they once in a while read public policies on social media which included 17 female and 10 male, 48 respondents responded that they sometimes read public policy on social media which included 21 female and 27 males.

3. Result and Discussion:

If we look at the overall study of the subject and the results that we obtained from the survey conducted, many interesting facts were revealed. The age group of 21-25 years was the one which mostly used Internet and the most active age group on social media. The survey was conducted both in urban and rural areas of Uttarakhand where it could be seen that urban population was using Internet services much more in comparison with the rural area. The survey was conducted among people of various professions i.e. private services, public services, self-employed and student and students participated majorly in the survey. It was evidently seen that age group of 21-25 years majorly expressed their views on social media regarding issues of social importance.

It was really remarkable to know that 87 respondents were using Internet from past more than 4 years. Another spangled fact that came after survey was that maximum females were using social media platforms and that too Instagram platform. The aim for which people were using social media platforms majorly was for information and entertainment purpose and people were also accessing social media for keeping themselves updated with news. Respondents were not frequently visiting governmental portals. Respondents were sometimes reading public policies on social media. It could be clearly seen in the study that youngsters of Uttarakhand region are getting impacted with social media. They are primarily using Internet for expressing themselves on various social media platforms and have concern with societal issues and are playing major role in expressing their trepidations regarding the society. This research study was successful in achieving its objective but Covid pandemic and lockdown also affected the study as the researcher was not able to do focus groups, personal interviews and door to door survey. If it would have been normal times then study would have gone to other dimensions as well. There is lot of scope for other researchers in perspective of social media studies regarding hilly regions as they can explore various opportunities of social media with people of hilly region and can understand their concern on various issues through their studies. The study will be helpful to various streams like sociology, psychology and media studies.

4. Recommendation:

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The above study conducted by the researcher will be beneficial for both government and people. This study is beneficial for government as they could conduct similar study in all the respective states to understand the importance of internet and its impact on public mindset. This study will help government for e-governance. The results obtained will be helpful for smooth e-governace functioning. The study will also be beneficial for people to understand that how internet is changing the lives of the people and is bringing positive impact in the society. The expressions of the people on social issues and social wellbeing of the society can be taken in consideration by the government for framing public policies as this model has been adopted by many foreign countries. This research also gives an insight about the mindest of the youngsters residing in the hilly regions.

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