

**Impact of Social Media on Youth**

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**Abstract**

Social media are those websites and applications that enable users to create and share content or to participate in social-networking. Social media is not only getting deep rooted in current society but it ia also has become an influential and irresistible tool of the modern world. At time it becomes difficult for a person to prove himself in front of people if you are not at social media. Social media has a strong association with social life of a youth. This study also focused the impact of social media on youth. For analyzing the effects of social media on students, the questionnaire study was designed and by using simple random sampling, sample of 150 students was selected from the college Parmeshwar Singh Memorial Mahavidyalaya Mathura Nagar, Anandnagar, Maharajganj (UP).

**Keywords:** - Social Media, Youth, Facebook, YouTube, Stress.

**Impact of Social Media on Youth**

Social media is a set of collective channels for online communications sources dedicated to verities of input, communication, sharing and collaboration. It is especially based on websites, applications, blogging, social networking, social bookmarking, and wikis are the different types of social media.

Social media is a collection of websites applications and other platform that enable us to share or create content and also helps us to participate in social networking. It is not only limited to blogging and sharing pictures, but there are also many vigorous tools that social media provides because it has great influence and is far-reaching. We cannot ignore the fact that social media is one of the biggest elements present in our lives today. We can get any information, talk to anyone in any corner of the world at a fast speed.

**Social Media and Youth**

Youth is the future of our nation. They can make or break the economy. Social media is one of the most attractive elements that exists in his life today. Social media is having a great impact on the youth, as they are the ones who are most active on social networking sites. Social media plays a big role in our lives today. Everything that is so widely expanded has both positivity and negativity. Media is everywhere. It is an inseparable part of everyone's life. Historically, newspapers were the most common of media, but today cell phones and other electronic devices have taken over all forms of communication. Young people today depend on the media for

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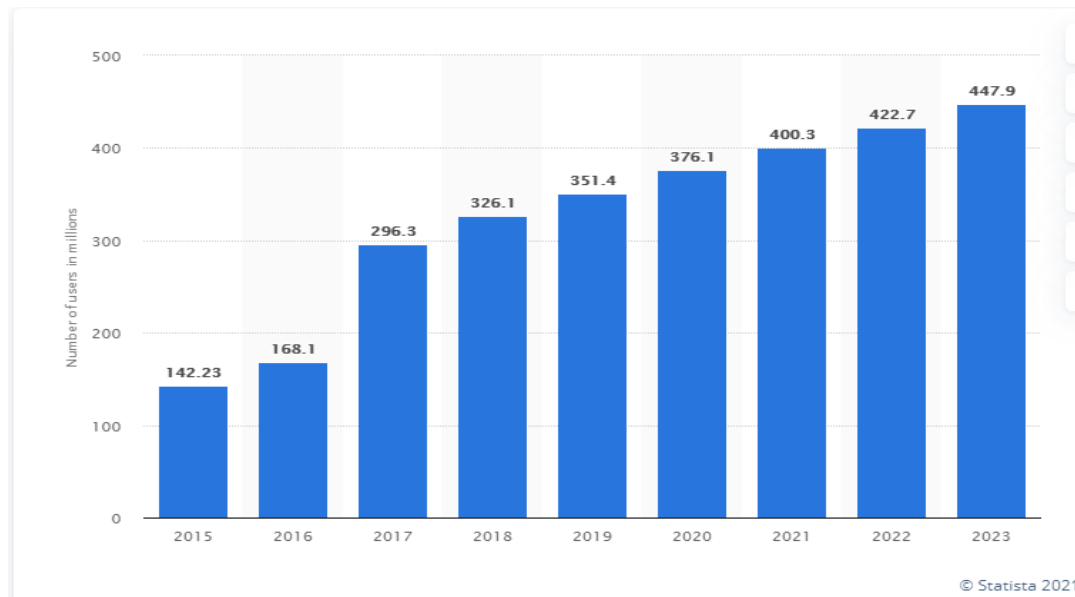
information about everything – the latest gadgets, fashion trends, the newest cars on the market, the best places to eat out in the country or finding out what their favorite celebrity is up to. Media controls Youngsters ‘mind like a giant remote control.

In general, youngsters would be involved in some sort of media communication for up to four hours a day. Most youngsters spend two hours watching television and one and a half hours is spent surfing the internet each day. Many youngsters usually spend sleepless nights on social media without the knowledge of their parents. This disruption of sleep has had numerous effects on youngsters. It has led to cases of insomnia, mood swings and increase obesity. Media is what our lives moving in the modern technological times. The elders are not always so keen about using technology but the youth of today are very tech-savvy. The youngsters live in an environment saturated with media. They enjoy increasing access to television, movies, music, games, websites, and advertising- often on pocket-size devices. Media is a vast form of communication that permeates nearly ‘every aspect of modern youth. Youngsters are exposed to all sort of media outlets, from television, movies and advertising to social media sites such as Facebook, WhatsApp, snapchat and Instagram. Hence, the influence of the media on the psycho-social development of child is profound.

Thus, it becomes increasingly important to understand the impact of media on the life of a youngster. Media is not inherently positive and negative; however, teens should have a healthy balance between exposure to media and other intellectually and physically stimulating activities. There is no doubt media brings hordes of information to us. This information can be very useful for us. It gives us a better understanding of the world around us. Youngsters can learn to enhance social interactions with their peers through involvement in social media. Social media also allows youngsters to cultivate new friendships, which gives them access to wider networks and provides even greater learning and social opportunities. Other benefits for youngsters engaged in social media include increased social confidence, more social support and heightened media literacy. Social media diversifies youngsters’ social skills, which help them navigate through a technology astute society. Youngsters who are exposed to and take an interest in the news are more likely to be interested in major social and political issues. This can help educate them and encourage them to become more involved as citizens in their communities. However, there is another side in this story. Media influence on youngsters can be deliberately created- for example media advertising is often directed at children and youngsters. It changes the way individuals and large organizations communicate. These changes are the focus on the emerging field of techno self-studies.

A statistic shows that the number of social network users in India from 2015-2023. In 2020, it is estimated that there will be around 292.43 million social network users in India, up from close to 196.02 million in 2017. The most popular social networks in India were Facebook and YouTube.

## Impact of Social Media on Youth



### Review of Literature

Social media refers to “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” (“Social networking,” n.d.). Social networking sites are included under the umbrella of social media. Both social networking sites and social media sites provide a way to connect and share with others so these terms are often used interchangeably. The majority of sites and apps used by adolescents, such as Facebook, Instagram, Twitter and Snapchat are both social media and social networking sites.

*Lenhart, 2015*, Social media sites, such as Instagram, Snapchat and YouTube, have undeniably alerted the landscape of teen interactions. These platforms play a critical role in connecting teens with new friends. With 64% of teens meeting new friends online and 62% of teens sharing social media username as a means to keep in touch, social media platforms have created a new way for teens to meet and get to know and learn more about each other.

*Valkenburg et al., 2017*, conducted a longitudinal study in which they sought to investigate the relationship between youth's use of social media sites and social self-esteem. In this study, they described social self-esteem as the degree to which adolescents “feel accepted and liked by their friends and peers and feel successful in forming and maintaining friendships” (p.35).

*Neira and Barber, 2014*, differentiated between the frequency of use and investment in social media sites. Frequency for this study was defined as how often the adolescent used social media and investment was defined as how important social media was to adolescents.

Findings from this study illustrated frequency was not a significant predictor of self-esteem among adolescents age 12 to 17, but on the other hand investment was a significant negative predictor of self-esteem. Additionally, *Blomfield Neira and Barber* compared the levels of self-esteem of those with and without a social media profile and found that females who had a social media site profile demonstrated lower self-esteem when compared to females who did not have a profile on a social media site.

Additionally, research studies have shown that social media use is impactful on adolescent ‘risk of developing anxiety and depression. *Best et al. (2014)* provided evidence from the literature

of a link between a teen's preference for online social interaction and friendship formation and a decrease in well-being.

### Objectives

The main objective behind the selection of this topic is to analyze the effects of social media on youth. How they use it in daily life and its impact on society through different angles like academic, learning, entertainment, job opportunities, health, communication, interaction, enhancing skills and online shopping.

### Material and methodology

In this study, survey method used to collect data from respondents' belonging to the age group of 18-20 years.

#### Primary data

Questionnaires constructed and distributed to 150 respondents. Convenience sampling method used, when selecting the respondents. Chi square and regression tools used to analyze the collected data.

#### Secondary data

Secondary data collected from journals, books and websites.

### Analysis and Results

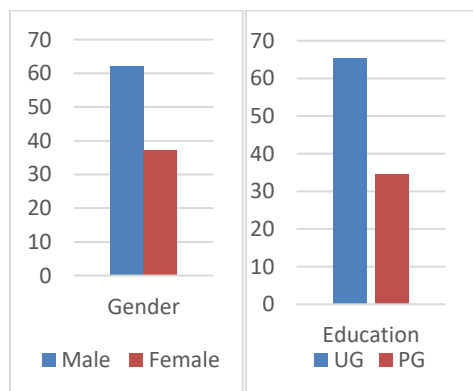
The study is to analyze the impact of social media among youth which involves factors like access, usage, effects are discussed and measured in the form of matrix.

**Table 1.1**

**Matrix Distribution of Respondents based upon Socio Demographic Profile**

S. No.	Socio-demographic profile		Total
1.	Gender	Male	94 (62.37%)
		Female	56 (37.3%)
		Total	150
2.	Age	18-24	150
3.	Education	UG	98 (65.3%)
		PG	52 (34.6%)
		Total	150

### Socio Demographic Variables

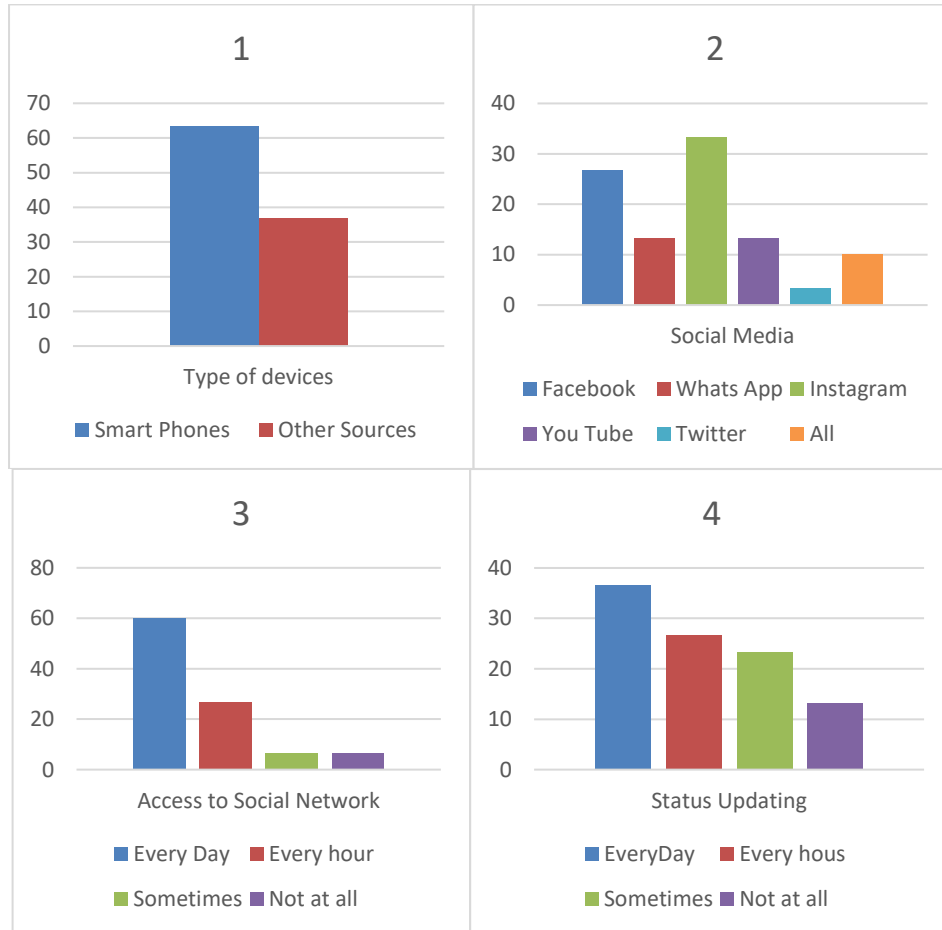


## Impact of Social Media on Youth

The socio demographic conditions play an important role in gaining the impact of social media among youth. The major determinants like age, gender, education influence the youth in social media. According to the above table viewed out of 150 respondents, 94 (62.37%) respondents are male and 56 (37.3%) respondents are female. When it comes to education, out of 150 respondents, 98 (65.3%) respondents are doing undergraduate, 52(34.6%) respondents are doing their post –graduate degree.

**Table 1.2**  
**Distribution of Respondents based upon the Access on Social Media**

S. No.	Access on Social Media		Total
1.	Types of devices	Smartphone	95(63.3%)
		Other sources	55(36.67%)
		Total	150
2.	Social network	Facebook	40(26.67%)
		WhatsApp	20(13.3%)
		Instagram	50(33.3%)
		YouTube	20(13.3%)
		Twitter	05(3.3%)
		All	15(10%)
		Total	150
3.	Access to social network	Everyday	90(60%)
		Every hour	40(26.67%)
		Sometimes	10(6.67%)
		Not at all	10(6.67%)
		Total	150
4.	Status updating	Everyday	55(36.67%)
		Every hour	40(26.67%)
		Sometimes	35(23.3%)
		Not at all	20(13.3%)
		Total	150



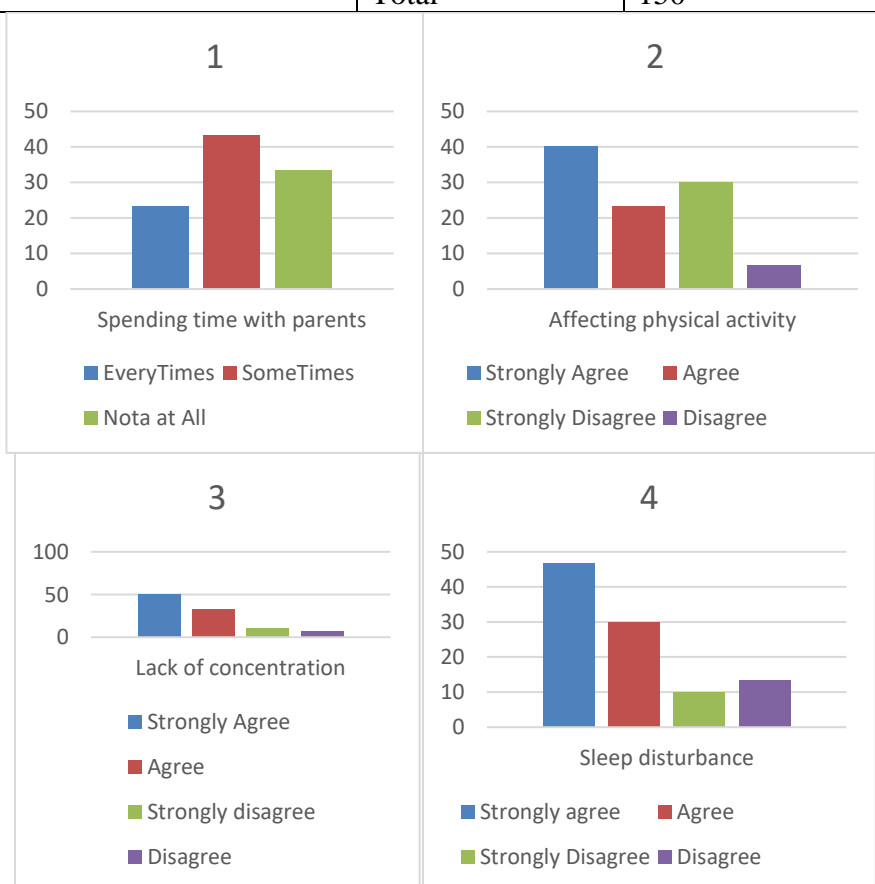
The access to social media involves in the usage of devices like mobile phones, smart phones and other internet devices especially when it comes to youth. The major determinants like types of devices, usage of social networks, access and status updating are commonly done by youth in social networks. When viewed upon the type of devices, smart phones and other sources like desktop, Mac, etc are being used. Out of 150 respondents, 95 (63.3%) respondents used smart phones and 55 (36.67%) respondents used other sources. While analyzing the usage of social network, out of 150 respondents, 40 (26.67%) respondents used Facebook, 20 (13.3%) respondent used WhatsApp, 50 (33.3%) respondents used Instagram, 20 (13.3%) respondents used YouTube, 5 (3.3%) respondents used Twitter, 15 (10%) respondents used all. When it comes to access on social network it is calculated per day, hours, sometime and not at all. Out of 150 respondents, 90 (60%) respondents they have daily access, 40 (26.67%) respondents they have access on social networks on hour basis, 10 (6.67%) respondents they sometimes access social networks, 10 (6.67%) respondents only have an account and do not access social networks.

While updating the status on social networks out of 150 respondents, 55 (36.67%) respondents they have daily updated their status, 40 (26.67%) respondents they update their status on hourly basis, 35 (23.3%) respondents sometimes update their status, 20 (13.3%) respondents do not update their status in social networks.

## Impact of Social Media on Youth

**Table 1.3**  
**Distribution of Respondents based on Effects of Social Media**

S. No.	Effect of social media		Total
1.	Spending time with parents	Every time	35 (23.3%)
		Sometimes	65(43.3%)
		Not at all	50(33.3%)
		Total	150
2.	Affecting physical activity	Strongly Agree	60(40%)
		Agree	35(23.3%)
		Strongly Disagree	45(30%)
		Disagree	10(6.67%)
		Total	150
3.	Lack of concentration	Strongly Agree	75(50%)
		Agree	50(33.3%)
		Strongly disagree	15(10 %)
		Disagree	10(6.67%)
		Total	150
4.	Sleep disturbance	Strongly agree	70(46.67%)
		Agree	45(30%)
		Strongly Disagree	15(10%)
		Disagree	20(13.3%)
		Total	150



Social media has positive as well as negative impacts. Effect of social media involves various factors youth are not spending time with their parentings or family members. They only focus on social networks. Out of 150 respondents,35(23.3%) respondents they often spend time with their parents, 65(43.3%) respondents sometimes spend time with their parents, 50 (33.3%) respondents do not spend time with their parents. Social media affects physical activity also, 60(40%) respondents strongly agree that usage of social network affects physical activity,35(23.3%) respondents agree that usage of social network affects physical activity, 45(30%) respondents strongly disagree that usage of social media does not affect physical activity, 10(6.67%) respondents disagree that usage of social media does not affect physical activity. While analyzing on whether social networks affects the lack of concentration in day to day activities, out of 150 respondents, 75(50%) respondents strongly agree that they could not concentrate day to day activities,50(33.3%) respondents agree they could not concentrate in day to day activities,15(10%) respondents strongly disagree and 10(6.67%) respondents disagree that they could concentrate day to day activities. While analyzing the sleep disturbance, out of 150 respondents,70(46.67%) respondents strongly agree that they have sleep disturbance, 45(30%) respondents agree that they have sleep disturbance,15(10%) respondents strongly disagree that they do not have sleep disturbance,20(13.3%) respondents disagree that they do not have sleep disturbance.

### **Findings**

Majority of 62.67% respondents are male and 37.3% respondents are female who have access in social networks. Majority of 65% respondents who use social media are undergraduate students. Majority of 34% respondents who use social media are postgraduate students. Majority of 63.3% respondents use smart phone in accessing social media. Majority of 13.3% respondents use WhatsApp. Majority of 26.6% respondents use Facebook. Majority of 60% respondents spend time every day on social media. Majority of 43.3% respondents sometimes spend time with their parents. Majority of 40% respondents strongly agree that usage of social media affects physical activity. Majority of 50% respondents strongly agree that they could not concentrate in day today activity. Majority of 33.3% respondents agree they could not concentrate in day today activity. Majority of 46.67% respondents strongly agree that they have disturbance in sleep due to social media. Majority of 10% respondents strongly disagree that they do not have disturbance in sleep due to social media.

### **Conclusion**

This study was mainly conducted to check the impact of social media among youth. It is found that they always involve in social networks and they lack concentration in studies, physical activities, sleep disturbance etc. Getting too involved in social media can also lead to addiction which would result in social isolation. It is better to use social media as a positive way of doing good in the society in creating a new platform of bringing out youth talents and opportunities.

### **Suggestions**

- Minimize negative effects of social media while chatting.
- Young people should not provide their personal information in social media.
- Parents should make sure what children are doing in social media.

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