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RESEARCH PAPER

Effects of Social Media on Youth

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Abstract

According to Erik Qualman "Social Media is the biggest shift since the industrial revolution." The old way of advertising is no longer working like it used to 86 percent of viewers don't trust traditional advertising any longer. The wall Street Journal reported that advertising in US Print directories is expected to fall 39 percent over the next four years. The Customer Shift is happening now. Currently 74 percent of North Americans use the internet. Over 50 percent of the world's population is under 30 years old, but surprisingly the fastest growing segment on social media are 18-24 years old youth. By Social media Friends and Family members can be connected anytime, anywhere. But it is a "Double-Edged Sword" and can hurt if one is not careful. Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario and also for discussions on issues that has been unnoticed in today's world. This study is conducted to check the impact of social networking sites in the education of youth. This is a survey type research and here the data was collected through the questionnaire. The main objectives were to check the effect of social media on youth and to check out the beneficial and favour form of social media for youth to determine the attitude of youth towards social networking sites. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among people of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create Political awareness among youth. The study was conducted in Vidhyadhar Nagar, Jaipur and selection of respondents was through random sampling method. The total sample size was 50. The result indicated general information of the respondents indicated that cent percent of the respondents were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male. The overall opinion index of the respondents to the extent of 70.05 percent and course studying is positively significant with opinion of respondents. Overall usefulness index to the extent of 75 percent.

Introduction

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. These sites provide a platform for discussion on issues that has been unnoticed in today's world. It is one of the most modern and favourite form of Social media including many features and social characteristics in it. It has many advantages on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. It is also a cheapest fast access to the world so it is very essential for all age group of peoples. Internet use is increasing day by day now days with high rate in all over the world. Majority of youth is moving quickly from electronic media like as television viewers and radio listeners to the social media among all age of group people. Now a day's youth rate is very much moving into social media so its impact is much on youth life. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth. This activity of social media has cause a lot of problems regarding its effect on society, and it is confirmed that the social media affects human beings living styles and it is a current process to find out the nature of these effects in every society and especially on youth (Shetty et al). This study is conducted to check the impact of social networks in the education of youth. The special objective of this study is to know the opinion and usefulness of social networking sites among youth.

Main Points

Jan 2019 Digital Around the World in 2019

The Essential Headline Data to understand Global Internet and Social Media Uses

Total Population (Billion)	Unique Mobile Users (Billion)	Internet Users (Billion)	Active Social Media users (Billion)	Mobile Social Media Users (Billion)
7.676	5.112	4.388	3.484	3.256

According to study, Teen spend roughly 2 hour and 20 minute per day online and 1 hour and 50 min on social networks. It means Teens spend 79 percent of their online time on social networks.

During that time, they do-

Send Instant messages or chat with friends	88 Percent
Post Comments on what a friend has posted	87 Percent
Post a status update	86 Percent
Post a photo or video	80 Percent
Play Games	50 Percent
Share their Picture	82 Percent
Share their Interest	73 Percent
Share their Photos or Videos	72 Percent
Share their Age	58 Percent
Share their E-mail Address	23 Percent
Share their Phone number	6 percent

31 Percent of Teens share content on social networks that they don't want their Family or teachers to see. 18 Percent of Teens have been embarrassed or disciplined because of something they shared on social network. Sharing too much can lead to cyber bullying. 39 Percent of Teens on social networks have been cyber bullied. Some have even committed suicide. According to a survey Social Media for Some Youth is their world, but for some youths its total waste of time.

10 listed negative effects of Social Media on Youths, Studied by Content Analysis and interview Method-

1. Obesity- So many children get addicted to Social Networking that it becomes their main priority. Because of these kids spend most of their time in front of their electronic devices instead of getting the proper exercise and exposure to fresh air and nature. This causes many people to become weight.

2. Cyber Bullying- Cyber bullying is a huge problem around the world. It is when somebody decides to use social networking to make fun of another person or

mistreat them. The victim usually loses lots of self-esteem and loses their self confidence. This is also cause to tons of suicides.

3. Health Issues- In 2018, Facebook was the most visited website. People that used it a lot have started to suffer from head aches, back pain and some other serious sicknesses and pains.

4. Impacts on Career- People sometimes add their colleagues and bosses. If they write something inappropriate or a negative comment about someone, it is very simple for your boss or colleagues to see. It can cost you your job and people won't think good of you any more. It can simply ruin your business and personal life.

5. Crimes- Sometimes people write on their social networking accounts that they are going on vacations or going somewhere and that's when criminals can rob them or can kidnap them. When someone posts these things, anybody in world can see, what they have written. They can read it and possibly do crime, based on the information, they have posted.

6. Loss of Privacy- Facebook places in an application on Facebook. It allows anybody to see what their friends are doing and where they are. This is a complete loss of privacy as anyone not always want their friends to know exactly they went during the day.

7. Viruses- No matter how secure a website is, hacker s always find a way to spread worms on the site. Before clicking on links make sure it is safe, because it can give computer viruses.

8. Scams- Also having to do with hackers, when people put payable account in to pay for memberships or games. It is easy for hackers to get in and use that information to buy things with money.

9. Unwanted Information- Sometimes friends can post things that we really don't care about and things that we really shouldn't be seeing.

10.. Loss of Friendships- The absolute worse consequence that can happen when joining social networking sites it that people will loose a lot of friends. When people get addicted to their sites, they don't have time for their friends or family. They move on forget about the old one.

MATERIALS AND METHOD

The study was conducted in VidhyadharNager, Jaipur. Random sampling method was used for the study. The total sample size was 50 including both boys and girls. The collected data were tabulated, analyzed by using frequency, percentage, index and correlation.

RESULT AND DISCUSSION

Table 1 refers to the general information of the respondents indicated that cent percent of the respondents were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male fallowed by 36.00 percent were female. Most (64.00%) of the respondents were studying graduation fallowed by diploma (36.00%).

Table 1. General information of the respondents n=50

Sr.No.	General information		Frequency	Percentage
1.	Age	(Below 18 Years) (18-20 Years) (Above 20 Years)	50	100
2.	Gender	Male Female	32 18	64 36
3.	Course studying	Diploma Graduation	18 32	36 64

Table 2. Opinion of respondents regarding Social Media usage n=50

Sr.No.	Statements	Frequency	Percentage	Opinion Index
1	I love watching videos whenever I am connected to the internet	35	70	70
2	I am addicted to online games	34	68	68
3	I use to download lot of music, videos and movies from the internet	37	74	74
4	In social media like Facebook, Twitter, Instagram and Whatsapp, I use to upload and share videos and photographs more.	30	60	60
5	I am happy with browsing information in internet.	50	100	100
6	I am always on the phone/computer chatting with online friends.	25	50	50
7	I use internet for doing my assignments and enriching class notes.	45	90	90
8.	I like social media because it helps me to explore new friends	26	52	52
	Overall Index- 70.5			

Table 2 refers to opinion of respondents regarding social media usage by youth and depicted that cent percent respondents are happy with browsing information on internet followed by 90 percent of respondents use internet for doing assignment and searching class notes. Next most of 74 percent of respondents are used to download lot of music, videos and movies from the internet. Majority 70 percent of respondent love watching videos whenever connected to internet followed by 68

percent of respondents is addicted to online games. Large majority 60 percent of respondents opined that they use social media like Facebook, Twitter, Instagram and Whats app to upload videos and photographs. Half of the respondents opined that social media helps to explore new friends (52.00%) and they always spend time on phone or computer chatting with online friends (50.00%). Overall opinion index of the respondents to the extent of 70 percent.

Table 3. Usefulness of Social media on Youth n=50

Sr.No.	Statements	Strongly agree F Percent	Agree F Percent	Undecided F Percent	Disagree F Percent	Strongly disagree F Percent	Usefulness Index Percent
1.	Social media is useful in the field of education	15 30	35 70	- -	- -	- -	86.00
2.	Use of social media deteriorating our social norms	- -	17 34	33 66	- -	- -	66.80
3	Social media is affecting negatively on study of youth	9 18	41 82	- -	- -	- -	83.60
4	Social media is necessary for youth now a day	- -	30 60	11 22	9 18	- -	75.60
5	Useless information creates ambiguity and confusion in the mind of youth	- -	34 68	7 14	9 18	- -	70.00
6	Social media is becoming a hobby of youth to kill the time	- -	19 38	31 62	- -	- -	55.20
7	Social media have positive impact on youth	- -	29 58	6 12	15 30	- -	65.60
8.	Social media is playing essential role for betterment of society	- -	39 78	11 22	- -	- -	75.60

9.	Social media is creating awareness among youth for new trends	- -	45 90	5 10	- -	- -	78.00
10.	Social media is the source to get knowledge & information	- -	45 90	5 10	- -	- -	76.00
11	Social media is essential for youth to get learning skills	- -	35 70	- -	15 30	- -	68.00
12	Social media is a facilitator to advertise and search business for youth	- -	17 34	20 40	13 26	- -	61.60
13	Use of Social media affects indirectly on play grounds and physical activities in youth	- -	23 46	10 20	17 34	- -	62.40
14.	Social media playing a key role to create political awareness among youths	- -	37 74	13 26	- -	- -	74.80
15.	Social media is useful to connect people all over the world	- -	14 28	36 72	- -	- -	68.80

Table 3 refers to the usefulness of social media on youth and exhibited that 86 percent of the respondents felt that social media is useful in the field of education followed by social media is affecting negatively on study of youth (83.00%). Most of 78 percent of the respondents felt social media is creating awareness among youth for new trends followed by social media is the source to get knowledge and information (76.00%). Majority 75 percent respondents said social media is playing essential role for betterment of society followed by social media playing a key role to create political awareness among youths (74.80%), Useless information creates

ambiguity and confusion in the mind of youth (70.00%), Social media is useful to connect people all over the world (68.80%), Social media is necessary for youth now a day (68.40%), Social media is essential for youth to get learning skills (68.00%), Use of social media deteriorating our social norms (66.80%), Social media have positive impact on youth (65.50%), Use of Social media affects indirectly on play grounds and physical activities in youth (62.40%), Social media is a facilitator to advertise and search business for youth (61.20%) and Social media is becoming a hobby of youth to kill the time (55.20%). Overall usefulness index to the extent of 75 percent.

Summary and conclusion

From the above study concluded that cent percent respondents are happy with browsing information on internet and 86 percent of the respondents felt that social media is useful in the field of education and it has both positive as well as negative effects on youth.

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