

## A Study on Impact of Social Media over Youth of India

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### Abstract

Most college students' young girls and boys are reported harshly three or more hours a day for their usage of social media. The most popular social media platforms are Snapchat, Instagram, Pinterest, Facebook, YouTube and Twitter. However, social media dependency is a behavioral addiction which characterizes itself as being inexorably obsessed with social media, motivated by an uncontrollable desire to login to social media or use them, and dedicating too much time and attention to social media which affects more essential areas of life. Approximately 40% of teenagers and over 20% of thousand-year-old guys use the media mostly. Almost 25% of adolescents believe that social media has a primarily negative effect. Mental illness is an issue for teens, 13% of aged 12-17 report depression and 32% express anxiety. Mental health condition is a concern. It is also a question for young adults, as 25% of those aged 18-25 report a kind of mental disease. Depression is increasing among females in particular. The aim of this study is to investigate the influence of social media and their users' dependence on age, gender and education as well as their increased stress levels.

### Introduction:

We are living in the age of modern technology. Technology is a boon and miracle in human's life. Information can be transformed through guided as well as unguided media using electronic gadgets. Social media is a powerful tool to share, retrieve and exchange ideas and information on virtual networks and plays a pivotal role in our daily routine. Social media contains social networking sites, blogs and micro blogs, wikis, discussion groups, videos and podcasts, online forums mobile applications et cetera. There are approximately 50 social networking sites and are used by millions of masses the world over. Popular networking sites such as Facebook, Instagram, Twitter, Youtube, Google+ and other mobile applications like What'sapp, Wechat, Telegram, Snapchat, Tik-Tok have stepped in the world in many forms. Social media is primitively developed for communication and reciprocal action. Beyond any doubt social media is imminent facet of modern age assisting countless active users. The role of social media is of utmost importance.

Social media is taking up large chunks out of daily routines and such alarming activeness of youth on social media is bound to have some kind of major impacts on their brain activities. While social media is emerging as one of the most popular forms of media giving a hard competition to the conventional forms of media, it has its own bright and dark sides, too. On the brighter side, social media is a platform that gives people confidence to raise their voices and break the shackles holding them back from coming out openly.

### **Advantages of the social media outweigh its flaws.**

The youth can be educated with the help of audio-visual aid, Seminar, group discussion, debate, quiz et cetera play crucial role in shaping the ideas of the youth. The biggest phenomenon of information revolution started with the social media boom which has taken the world by storm. The surge of the social media has been so powerful that the global village is growing smaller and dissemination of communication bigger. Social interaction is considered a very important site, including social networking sites such as Facebook, MySpace, Twitter; gaming sites and virtual worlds video sites such as YouTube and blogs offering today's youth a portal for entertainment and communication and have grown to millions of users exponentially in recent years. Social media has been an important factor in the lives of the people all over the world and providing people a much easy needed connect from shopping to electronic mails, education and business tool

#### **Positive sides of social media:**

- \*Sharing of ideas, information , knowledge is become easy
- \* It gives the opportunity to make new friends and get attach with old one.
- \*It's very easy to advertise or promote any of the product at wide scale.
- \*It can be the platform for showing the talent of the person. For example apps like TikTok
- \*Online communication or we can say virtual team work is become easy.
- \*It become easy to learn the new things like cooking tips, yoga tips, learn meditation etc.

#### **Negative side of social media:**

- No formal laws, rules, regulations are there to control anti social activities.
- It separates a person from the personal touch with society.
- People become more materialistic.
- It spreads rumours in most speedily ways.
- Sometimes sharing the personal information can become the problem for the person.
- Sometimes some continual flow of data becomes the reason of the mental breakdown.
- Youth are spending more time with social media than their family and friends.
- People became social media addicted, that separate their concentration from other tasks.
- Depression is most common illness now days.
- It's a quite easy for criminals to trace anyone's location

### **Objective:**

The purpose of this research is to investigate and evaluate the effects that social media have had on young people in contemporary India as well as on society as a whole.

### **Methodology;**

An analytical and descriptive technique was used throughout this investigation. Both primary and secondary sources of data were used to examine the effects of social media on Indian youth. Secondary data that was gathered from dependable sources, including books, websites, newspaper articles, various Indian reports, and a number of international journals and magazines, were qualitatively analysed using the theme analysis programme MAXQDA.

social networking has been proved to have both positive and negative effects on our youths. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Parents should guide and advise their children on current matters like the usage of social media and warn them of its negative impacts to them when misused or overused. The education curriculum also should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage Facebook 2.89 billion,

1. YouTube had 2.29 billion,
2. WhatsApp had 2 billion and
3. Instagram had 1.93 billion

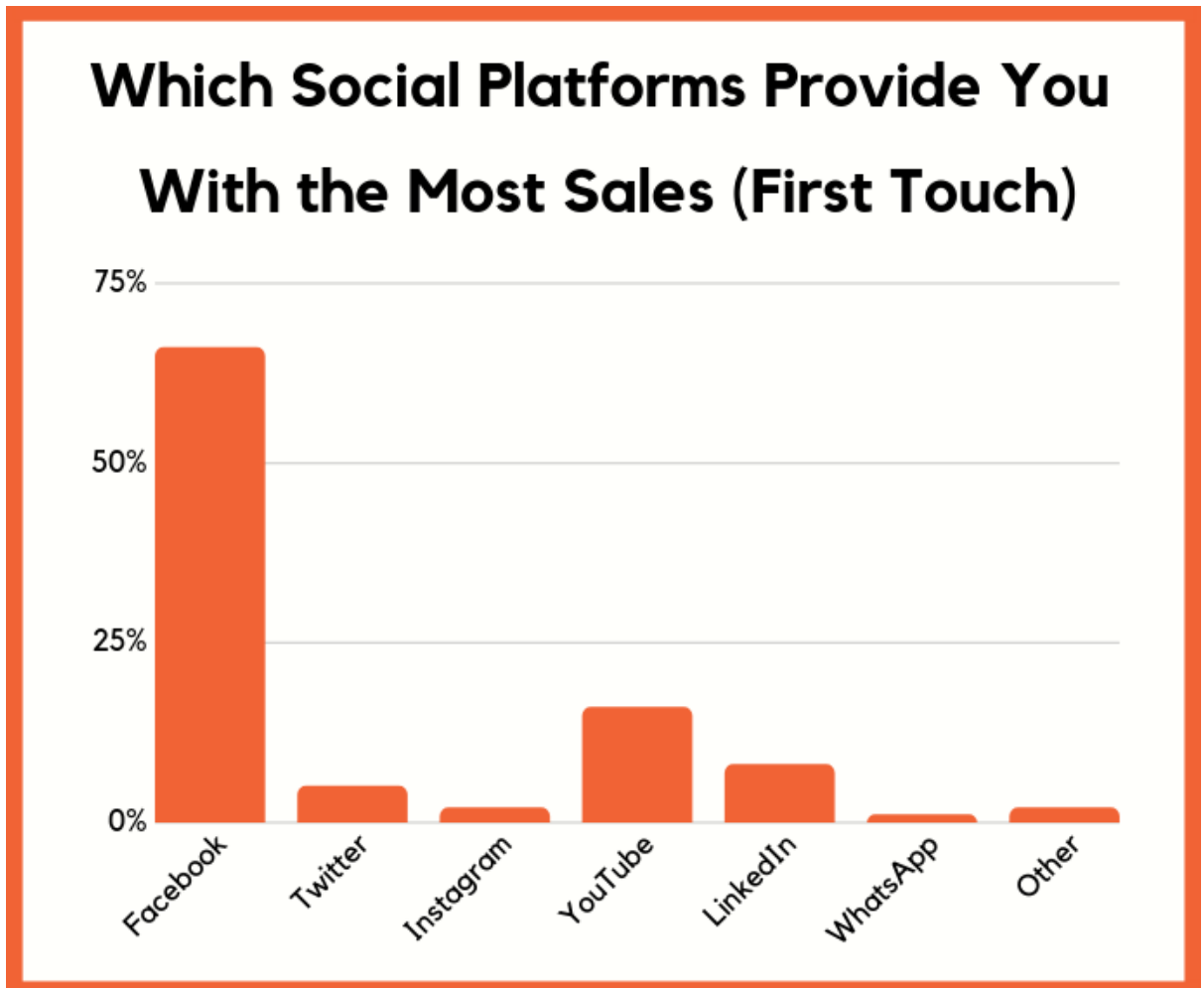
The number of internet users is increasing tremendously, every hour. In 2021, 87% of 12-15 year olds used social media sites. They use their own tablets, smartphones, play games and use messaging apps etc. Here is examining the two sides of the coin.

### **Social media has become a daily habit in most people's lives.**

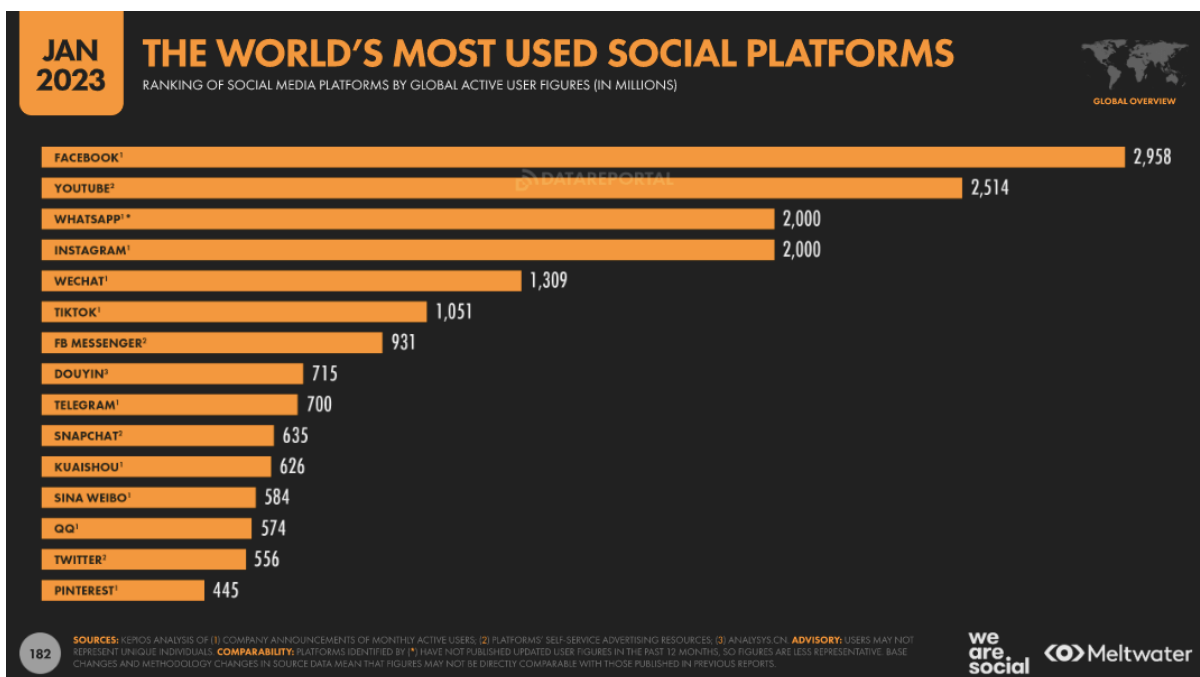
People of all ages participate in social media, and the average Indian devotes nearly 2.4 hours per day to this one activity alone. People are able to voice their concerns and share their perspectives through the medium of social media. When it comes to understanding social media, people must first be comfortable with the notion. Users can communicate with one another and share information, thoughts, opinions, images, and videos via Internet-based programmes known as "social media.. In order to access content, share content with other users of that social media platform, and converse with other users of that social media platform, an individual must first sign up for an account and then sign in to that account. Facebook, Twitter, WhatsApp, Snap Chat, Telegram, and LinkedIn are just a few of the most prominent and frequently used social networking platforms today; others include Snap chat etc.

It's noteworthy to observe that most of these social networking sites have a disproportionately high proportion of teen users. In India, adolescents and teenagers between the ages of 13 and 19 make up 31 percent of the overall number of people who use social media. Users in India between the ages of 18 and 24 make up the

majority of Facebook and Instagram users in the country. We take a descriptive and analytical stance when discussing social media and its effects on young people, both good and bad, in this study. We heavily rely on the thematic analysis tool MAXQDA to draw a conclusion. We discuss all facets of social media, including both positive and bad effects. Specific areas including business, education, society, and young people are highlighted.



Social media is a big part of many teens' lives. A 2018 Pew Research Center survey of nearly 750 13- to 17-year-olds found that 45% are online almost constantly and 97% use a social media platform, such as YouTube, Facebook, Instagram or Snapchat.



## The relationship between social media and society

As a marketer, you must go where your target audience is, and social media forums are the best place to do it. People expect to communicate with you via social media since it's a means for you to stay in touch, receive feedback and recruit new staff. Consequently, you need to embrace social media in your environment to enable innovation, increased productivity and rapid growth that will drive your organization. Social media has had a profound impact on our lives. In today's world, social media has altered the way we communicate, raise awareness, and make money.

### CONCLUSION

#### Conclusion:

In nut-shell, social media is significant part of our lives today. The youth must be able to use their time productively to improve their lives and not squander their valuable time. To be on social media is not a choice today, youth needs to decide how to utilise it to the best of their advantages. In the year 2022 social media is expected to have 3.96 billion users worldwide as per Oberlo, which is 1.1 billion more users than in the year 2017. Digital technology's impact on youth will affect how they behave as adults and future societies. Bill Gates and Steve Jobs limiting their kids' digital use is interesting. The data analysis undertaken and the observations made during the course of the research show that while there are some serious negative impacts on Indian youth arising out of social media that need to be taken care of with utmost sincerity, the positive impacts of social media outweigh all the negative ones. To phase out the negative impacts of social media, the Indian youth requires a demonstration and guidance on social media addiction and its harmful implications. The importance of social media in today's world is unparalleled and the negative impacts of social media solely depend upon an individual's usage behaviour. If used wisely, social media can benefit youth in number of ways.

Therefore, it can be ascertained from above, that advantages of the social media clearly outweighs its disadvantages. For the youth, seminars, audio-visual tools, group discussions, online reading materials play essential role in shaping their personalities. Social media is a possible amplifier of both risks and paybacks, so the youth must actively and profitably involve themselves in this online ecosystem.

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