

# Impact of Social Media on Youth

**Divya Singh N, Dr. N Guruprasad**

**Abstract**—Social Networking sites offer a large platform for discussion on burning problems that has been unnoted in today's emerging world. Usage of social networking is among the most common activities of today's children and adolescent. These sites offer today's youth a medium for entertainment and communication, and these have grown expendably. Parents and teachers become unaware of the nature of mixer media sites, thus they do not know that not all of them are healthy environments for their children. The study is conducted to test the impact of social networking sites within the youths and various problems associated with it [1]. This is often a survey sort analysis and here the information is collected through tests. The tests are related to favor kind of social media for youth to see the perspective of youth towards social networking sites. Negative use of social media is deteriorating the connection among the countries, how adversely and positively is the youth affected by the employment of these websites but also will help the youth to understand the effective utilization of these networks [8]. The paper also emphasizes the users on various sites like Facebook, Twitter. This aim of this paper is to analyze the growing issues on youth due to the constant use of Social Network.

**Index Terms**— Social Networking; Facebook; Twitter; Social Media; Youth.

## I. INTRODUCTION

Social Media is popularly used in the current century, preferably among the youths [3]. According to the latest statistics it is been reported that 89% of users between the age group 16 to 27 have access on social media. Social Network is a web based application that allows an individual to connect to people of their choice, and create a personal profile. This platform allows the user to perform various tasks such as blogging, chatting, photo and video sharing etc. Many of the youngsters today spend their time on social network to browse updates, to chat and most often to seek entertainment [1]. Initially social sites were designed for connecting with the clients, customers, peers in corporate world. But now this extended to friends and family. People most often use this because of the ease of access around the world. Although the activities has brought a huge impact on the society specially on the youth

Over the time social media has become so popular that

many researchers have gained interest in studying the growth of social sites and their pros and cons on the society. In many domains, social sites have obtained benefits whereas some have become challenging to handle.

## II. HISTORY

In today's era social media is being used everywhere. Even in remote and rural area people know Facebook and twitter and are being used. Social media is a platform where people use it for being in touch with their friends and acquaintance.

In early 1792, the first telegraph was invented. This invention was a revolutionary method of communication and by this messages were being sent, over large distances. But the drawback is that telegraph messages are short [6].

Two necessary discoveries happened within the last decade of the 1800s. The Telephone discovered in the year 1890 and the next year in 1891 radio. Both technologies are still in used nowadays, although the latest versions are much more developed than earlier ones. The technology started developing rapidly after the creation of the first super computer in 1940s. This made the engineers to create multiple ways to enable networks between the computers.

The first recognizable social media web site, "Six Degrees", was created in year 1997. It enabled users to transfer a profile and build friends with different users. In 1999, the primary blogging sites became common, making a social media sensation which is still common these days. This site was named after the 'six degrees of separation' theory which lasted from 1997 to 2001. After the creation of six degree, the internet transformed from blogging to method of instant messaging.

By the year of early 2000 the Internet gained popularity and was everywhere. After this biggest invention of blogging, the social media began to explode commercially. Various Sites like LinkedIn and MySpace gained popularity. Around one hundred million individuals had access to the web, and it became quite common for individuals to be engaged socially on-line [6].

Mark Zuckerberg in 2004 launched Facebook, which marked a sensational rage on the web. It set the bar for many other social sites. Within the early 2005, YouTube came into picture, making a completely new approach for folks to speak and share with one another across nice distances. By the end of 2006, Twitter was created. Today twitter has around five hundred million user which provide "tweets" of 140 characters

These day social media is one the way by which people use it for adverting and web. The social media was grown immensely over years. This technology has allowed people with various options of entertainment.

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*Divya Singh N, Dept. of CSE, New Horizon College of Engineering, Bangalore, INDIA*

*Dr. N Guruprasad, Professor, Dept. of CSE, Global Academy of Technology, Bangalore, INDIA*

### III. ASPECTS OF SOCIAL NETWORKING

There many features about the social networking. It provides many positive aspects but equally many negative aspects too. Few of the social networking sites available are Instagram, Facebook, Twitter, LinkedIn, and Pintrest. Some of the positive aspects of social media are listed in table 1 and negative in table 2 [1].

Table 1:- Positive aspects of Social Media

Educational Benefits	<ul style="list-style-type: none"> <li>Students and their mentors use social media to do collaborative assignments or project.</li> <li>Social media such as Pintrest provide students creative ideas and plans for their projects.</li> <li>Social media acts as an educational resource, for example you tube through which the students as well as their mentors seek information.</li> </ul>
Politics	<ul style="list-style-type: none"> <li>Social media have increased voter participation. Most of the youth have voted seeing their friends post on Facebook.</li> <li>Online sites provide social movements in quick and cheap manner.</li> </ul>
Job Opportunities	<ul style="list-style-type: none"> <li>It is a great platform for marketing purpose.</li> <li>Social sites have created thousands of ways for online job and income avenues.</li> <li>According to search, 89% youth have been recruited through LinkedIn, 26% through Facebook and 15% through Twitter.</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>Most of the youth get their news via social media.</li> <li>It is been noticed that information spread faster on social media than any other medium.</li> <li>Social media sites inform and empower people to alter themselves and their communities</li> </ul>
Social benefits	<ul style="list-style-type: none"> <li>68% of teenagers say that social site have helped them in their difficult times.</li> <li>57% of teens believe in making new friends on social media.</li> </ul>

Table 2:- Negative aspects of Social Media

Lack of privacy	<ul style="list-style-type: none"> <li>Most of the youth share their personal details socially, without even reading the privacy clauses carefully.</li> <li>Many of the insurance companies take information from peoples profile for targeting advertising.</li> </ul>
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	<ul style="list-style-type: none"> <li>According to search, most of the cyber-crimes begin by hacking personal details through social media.</li> </ul>
Users vulnerable to crime	<ul style="list-style-type: none"> <li>Sexual predators realize, stalk, and assault victims through social media.</li> <li>Social media also provide a platform many of the cyber-attacks such as hacking, identity theft.</li> <li>Unauthorized sharing and infringement of copyright threatens belongings and causes loss of financial gain</li> </ul>
Social Detriments	<ul style="list-style-type: none"> <li>Many children suffer from depression due to less time spent with people face to face.</li> <li>Spending time more online have higher risk of getting attacked by brain disorders and poor social skills.</li> </ul>
Waste of time	<ul style="list-style-type: none"> <li>When there is a new tweet or a post on social, it takes nearly half an hour for returning to the original job.</li> <li>20% of youth spent time on social media than with their parents.</li> </ul>
misinformation	<ul style="list-style-type: none"> <li>It been noticed that rumors and false messages spread faster on Social media than any other medium.</li> <li>Seeking health advice or self-diagnosis can be dangerous and also life threatening.</li> </ul>
Detriment to work	<ul style="list-style-type: none"> <li>Social enables students to cheat in assignments.</li> <li>Employee's productivity is harmed because of social media.</li> <li>Research also mentioned that students surfing social media while they are studying, secured 20% lesser grade than usual.</li> </ul>

### IV. LITERATURE REVIEW

#### A.Effect of social media of youth's communication skills:-

It is been noticed that social networking have caused adverse effect on communication skills among youth. It is obvious that social media could be a major element of advertising for businesses and communication for individuals

round the world. Social networks became the central supporter for daily communication with friends, family and acquaintances. It is moving the relationships and reducing the standard of inter-personal communication. These days the youngsters have indulged in using short forms for messages some of them are 'ttyl' for 'talk to you later', 'gr8' instead of 'great', which in turn ruining the grammar and the slang. It has converted 'writing' to 'typing'. Keeping aside the negative impact we cannot ignore the positive side of using social media. Over the period, it has played an important role in proving English skills [2].

#### **B.Effect of social network on changing mindset of youngsters:-**

These days many of the youngsters have moving from electronic media such as television, radio to social media. They don't have to meet their friends face to face for communication. Youths have unnoticeably remodeled from a mass to a virtual society, as a results of the prevalence of social media on communication. According to youth, social media have provided them the opportunities to escape from the world of reality and express them self elsewhere [5]. Because of this they believe being or playing online when depressed rather conversing with their friends and families. Over the time youth have practiced this life style and think that without social media their life would be miserable.

#### **C.Effect of social media on education:-**

According to 2017 research, 41% of the American professors use the social media to interact with students. These days students prefer e-learning than class-based learning. Hence YouTube have gained more popularity among students for studies. Platforms like NPTEL (National Program on Technology Enhanced Learning), Coursera provide students to choose their field of interest and learn more. Whereas there are more cons than pros of using the social media. Spending more time online, students end up wasting time than learning. There are many fraud institutions providing the fake degree which is a huge threat. Using jargons while communicating online, students have inculcated the habit of using the same while writing exam and assignments [7].

#### **D.Effect of social media of health of youngsters:-**

Social network is a huge trend among the youth, but there is a huge effect on the health. It is been noticed that addiction to social media leads to strain in eye and lack of sleep. Research says that positive connection with people is important for good physical and mental health. Most of the kids in the age group 8-15 age experience "cyber bullying" and "Facebook depression". It is also been observed that social media triggers more sadness and less well being on youth [5].

### **V. SURVEY RESULTS AND DISCUSSION**

According to Pew research which conducted a survey in 2018[4], the age group between 16 and 27 where highest percentage (89%) of users on the social sites, followed by age

group between 28 and 34 with 82%. Thus the youth are dominating the social world

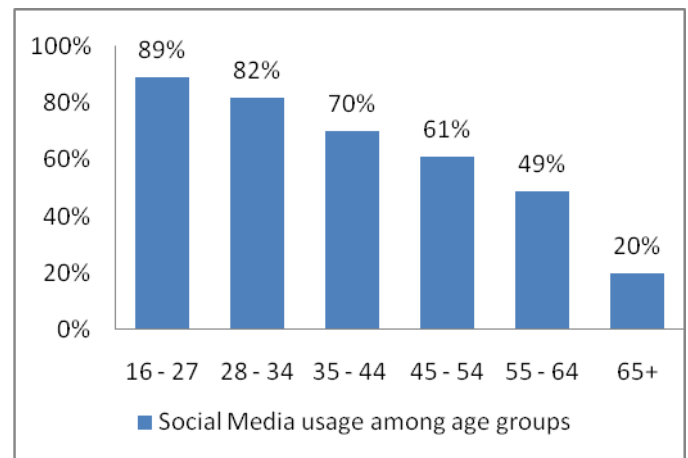


Figure 1: showing Social Media usage among age groups

This discussion is done based on the survey conducted, to analyze the impact of social media on youth. The survey emphasized detail questionnaires via Survey Monkey. The questionnaires asked and responses are illustrated below.

**Question #1:** Rank the social networking sites based on the usage.

It is been noticed that Whatapp and Facebook where most used social networking sites among the youth with 80% and 85% respectively. Instagram is one of the rapidly growing sites in the youth age group with 79%.

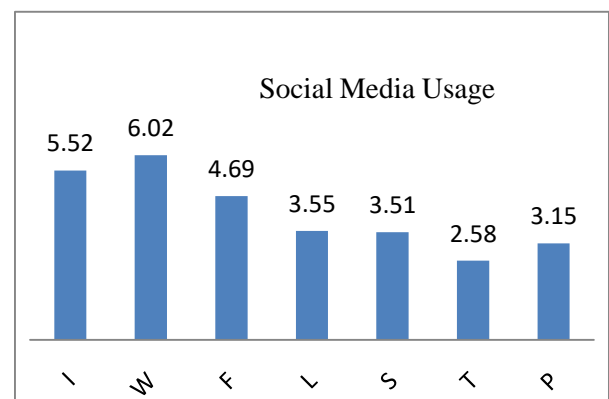


Figure 2: Showing social media usage among youth

**Question#2:** What is the average time spent on social sites per day?

When asked to the youth about the average time spent on social sites per day, 26% responded that they are constantly using it whereas 44% said they spend 2-5 hours approximately per day and 19% login to social media once a day. In the analysis it was also seen that youth who accessed constantly where more likely to get impacted to the vulnerabilities

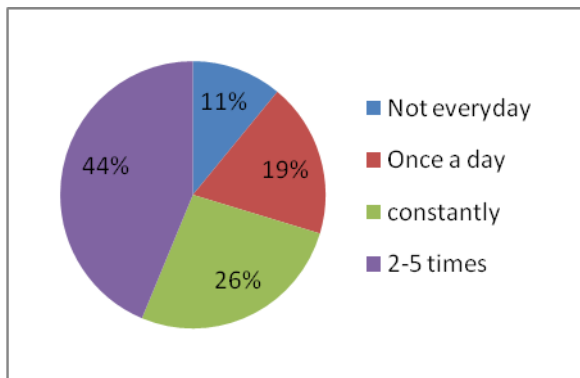


Figure 3: Showing average time spent on social media per day

### Question #3: What is the General purpose of Social Media?

The very next question which took over the survey was that what kind of information they acquire from these sites. 9% preferred job related information, 31% seek for information or updates from friends and families, 23% choose for general awareness and 31% seek entertainment. The graph clearly depicts that almost of the youth are interested in knowing what is going on in other's lives

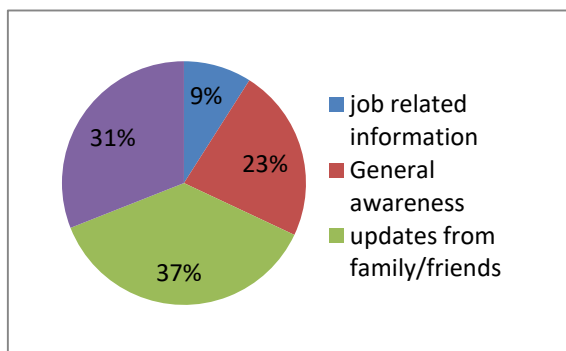


Figure 4: General purpose of Social media

### Question #4: Effect of social Media in daily life?

30.16% of youth check their social media after getting out of bed. 39.68% of them said that they cannot imagine their lives without social media. 30.16% believe that they have made stronger contacts in person than in person. And also 20.63% feel relaxed on spending time on these platforms when depressed. Therefore it can be observed that youth are moving away from traditional lifestyle, due to which the average lifespan of human mainly among youths are reduced

Table 3:- Questionnaire effect of social media in daily life

	Yes	No
Checking social media the first thing you do after getting out of bed?	30.16%	69.84%
When depressed, do you feel more relaxed on social media than sharing things to you family/friends	20.63%	79.37%

Can you imagine your life without social media?	60.32%	39.68%
Have you made stronger contacts through social media than in person?	30.16%	69.84%

### Question #5: What are the purposes for using social networking sites?

Table 4:- Questionnaire on purpose for using Social network

	Agree	Sometimes	Disagree
For communicating and interacting with friends.	66.67%	28.57%	4.76%
for online learning	68.25%	23.81%	7.94%
For finding friends online.	50.79%	4.76%	44.44%
For leisure and personal socialization.	74.60%	11.11%	14.29%
for professional activities	68.25%	14.29%	17.46%
for academic purposes	57.14%	23.81%	19.05%
For watching movies.	50.79%	26.98%	22.22%
For connecting and interacting with business partners.	57.38%	6.56%	36.07%
for communicating, mobilizing and organizing national issues	59.02%	9.84%	31.15%
For private messaging, uploading photos and online profiles.	62.30%	18.03%	19.67%

In the following question, majority of the youth agree that they use social sites for leisure and personal socialization (74.60%). And 68.25% of them agree that they use social site for online learning and professional activities. Also almost 50% of youth use these sites for communicating and finding friends online. Therefore it is noticed that social sites are mainly used in the following areas: Education, entertainment. Although these media provide faster way of seek information, the traditional method like newspaper and magazines are lost.

### Question #6: What are the benefits of using social networking sites?

Table 5:- Questionnaire on benefits of using social media

	Agree	Sometim es	Disagr ee
encourages virtual meeting with core-search scholars	62.90 %	8.06%	29.03 %
increases self-esteem and well-being	55.74 %	11.48%	32.79 %
Helps in research and learning.	67.74 %	25.81%	6.45%
Support collaborative and peer to-peer learning.	69.35 %	14.52%	16.13 %
Helps in strengthening interpersonal relationships.	58.06 %	11.29%	30.65 %
Promote read and write web skills.	62.90 %	19.35%	17.74 %
Helps in developing an e-portfolio for future employment	60.00 %	18.33%	21.67 %

The next question was about the benefits of social media. Besides few negative aspects, majority agree to the positive side of benefits. For example 67.74% agree that social network is used for research and learning. Whereas 30% still believe that social media does not helps in strengthening interpersonal relationships and 32.79% disagree with the fact that social sites increases self-esteem and well-being.

**Question #7:** Have you been a victim of cyber-crime?

Many youngsters have experienced cyber-crimes or have become victims for these. During the survey it was found that majority of them suffered from hacking and 3% of user's personal photographs were misused and 7% of users reported that their fake profiles were created

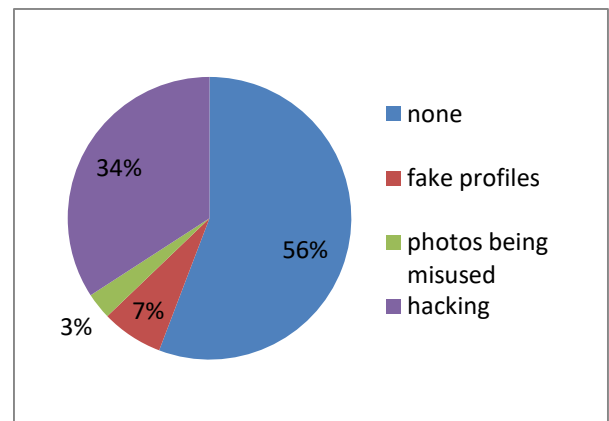


Figure 5:- victims of cyber-crimes

**Question #8:** What are the dangers associated with social networking sites?

Table 6: questionnaires on dangers associated with social media

	Agre e	Someti mes	Disagre e
E-crime e.g. identity theft, theft of valuable data	40.98 %	50.82%	8.20%
Standard crimes e.g. kidnapping, fraud, murder.	54.10 %	32.79%	13.11%
Lack of privacy	49.18 %	36.07%	14.75%
Child abuse	45.00 %	33.33%	21.67%
Waste of time, Internet addiction Laziness	46.67 %	45.00%	8.33%
Cyber-bully ing	50.85 %	37.29%	11.86%

Privacy on social platform is the major concern for majority of people. When asked about the dangers associated with the social networking, 49.18% agree that there is lack of privacy. 40.98% agree and 50.82% sometimes agree think these sites are more vulnerable to e-crimes like identity theft. Hence all over approximately 80% think that social sites are dangerous in terms of crimes whereas 20% disagree with it.

**Question #9:**What are the strategies for ameliorating the dangers of social networking?

Table 6: questionnaires on strategies for ameliorating the dangers

	Agre e	Sometime s	Disagre e
By not storing information you want to protect	63.33 %	30.00%	6.67%
By being	59.02	39.34%	1.64%



careful on the kind of information you share about yourself, family and friends.	%		
By changing your passwords periodically	52.46 %	36.07%	11.48%
By not posting anything that might embarrass you later	51.67 %	36.67%	11.67%
By not sharing your account details	43.33 %	51.67%	5.00%
By being thoughtful and limiting personal information you share.	47.46 %	49.15%	3.39%

When there is danger, respective protective measures need to be taken. Therefore in the survey a question was asked that what measures can be taken to avoid danger. 63.33% agree that by sorting information which they want to protect whereas 6.67% disagree with it

## VI. CONCLUSION

From this study it is concluded that Social Media is most popular among youth, especially Facebook and WhatsApp. It has thrown both positive as well as negative impact on the users. It is individuals who have conclude whether they want to take the negative impact or minimize the usage with positive effects. Although social network has negative effects, there are positive aspects too. But the youth are more likely to move towards negative side. The growth of social

network can bring a huge positive impact on the society.

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