

Influence of Social Media on the Youth

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ABSTRACT

Social media is the most beneficial tool and playing a vital role in the lives of people. Almost every age group of people are on social media and taking advantage of it. Primarily social media is used to make communication more accessible, but now it has been used for numerous purposes in the present world. It is becoming a navigation tool for people, and people take the help of social media for any query. This paper aims to study the advantages and disadvantages of social media and its importance in youth's lives. Social media have a particular place in the life of people. The finding reveals that youth are using social media for better purposes. They denied that stress and anxiety happened due to social media, even though they agreed that excess use of anything negatively harms them. Social media is an open-access platform that helps in flourishing yourself and also exploring your skills and ability.

Keywords: social media, youth, information and communication technology, social networking sites, internet

1.1 INTRODUCTION

Development in information and communication technology transforms social networking sites. Social media is a broad concept; advancement in science and technology has taken social media to another level in contemporary society. It is one of the essential aspects of human life today. Social media have numerous characteristics. It is ubiquitous for those who have internet access. Social media navigates people in many ways. It is an open platform for people, where they can make new friends, create their content, share images, videos, and get ideas of doing business.

Social media consists of two words social and media. "Human beings are social animals," and humans need people to interact and communicate. Living beings, especially humans, can't live in isolation, and thankfully, social media reduces the chances of being isolated somehow. In the contemporary world, social media is more than doing communication. Social media is part of everyone's lives and has an important place. There are millions of people who are earning through social networking sites. Social media is user-generated content that enables interaction. Social media has transformed and revolutionized the pattern of communication. It attracted mainly youngsters by its updated features. Social media refers to the means of communication in which they interact, share, and exchange ideas and information.

There are multiple social networking sites like Instagram, Facebook, Twitter, WhatsApp, LinkedIn, and YouTube. These are the few most famous social networks among people of each age. Youngsters are fond of these networking sites as they provide entertainment, updated information, and content. Social media have changed the lives of people in present society. People are so much dependent on this technology. Youngsters look at their phones just after getting up in the morning. Social media changes the perception and interaction process of people, especially youngsters. Many researchers around the globe have studied social media and its various aspects. Several studies have been conducted worldwide to look after social networking sites and their advantages and disadvantages.

(N & Guruprasad, 2019) studied the impact of social media and the youth, observe that social media is most famous among youngsters and especially few networking sites like Facebook and Whatsapp. They assert that it threw both positive and negative impacts. If the users are wise and can use it constructively, it automatically minimizes its harmful effects. But they feel that youths are more towards its negative impact. In the end, the authors reveal that social networks and their development can bring a positive effect on society. (Akram, Mahmud, & Mahmood, 2015) they analyze the impact of social networking sites on the youth in the twin city of Islamabad. They investigate that most youngsters use social networking sites, and most of them have the internet at home. Excessive social media use leads to wastage of their precious time, develops a sense of isolation, and distorts society's ethical norms and values. Extreme usage of social media affecting mental health as well as the studies and relationships among people. (Bharucha, 2018) finds that respondents are hefty social media users and spent a minimum of 5hrs a day on social media. They discern that social media becomes a part of their everyday life, many youngsters acknowledged that they want to reduce social media usage, but they are unable to do. (Shabir, Hameed, Safdar, & Gilani, 2014) explored social media and its impact in the city of Bahawalpur. This study indicates that social media is mainly used by the youngsters of society in Pakistan. According to their survey and findings, most users agreed that social media's positive usage could bring fruitful results, enhance communication skills, help job searching, publish research articles, and other techniques. (Vakil & Kasmi, 2017) studied the advantages and disadvantages of social media and its use for job hunting jobs. They analyzed that many users have their active profiles on social networking sites. Smartphones and other technological devices help them search for jobs and make easy access to social media. (Bhati & Bansal, 2019) they study the effects of social media among Indian youth and find that most social media users are teenagers. After analyzing this, they suggest that parents should educate their children not to share their personal information on social media and social media's advantages and disadvantages.

1.2 OBJECTIVE

The study's primary purpose is to analyze the advantages and disadvantages of social media and its influence on the youth.

1.3 ADVANTAGES OF SOCIAL MEDIA

Social media comprises varieties of qualities with different characteristics; it is the guiding tool for many. Social media have numerous of its positive sides. Though, it is also which is not entirely perfect and without any cons. Social media do have its cons, but if the user is wise, it only benefits them.

- It is cheap and easily accessible.
- It provides news and information about the world in seconds.
- Social media easily connects people thorough out the world.
- It is the platform where people can easily share their content, views, and thoughts.
- Social media helps people in their professional and non-professional life.
- It helps students in their academic life and useful for searching for jobs in various fields.
- It suggests people do business and also provides them ideas.

There are more benefits of social media despite so many negative impacts. Social media helps people and mobilizes people of different ages, races, ethnicities, and religions on a single platform. Social media is educating peoples through its multiple social networks.

1.4 DISADVANTAGES OF SOCIAL MEDIA

If it has advantages and positive aspects, it also has its opposite sides, which is harmful to users and society. Excess use of Social networks gave birth to many kinds of problems, directly or indirectly affecting users.

- The use of social media leads to addiction.
- Slow the process of mental development.
- Excess use of it leads to wastage of precious time.
- If the usage of social media is unnecessary, then there will be an adverse effect on health.
- Increment in cybercrimes like harassment, stalking, bullying, and blackmailing.
- Lack of privacy.

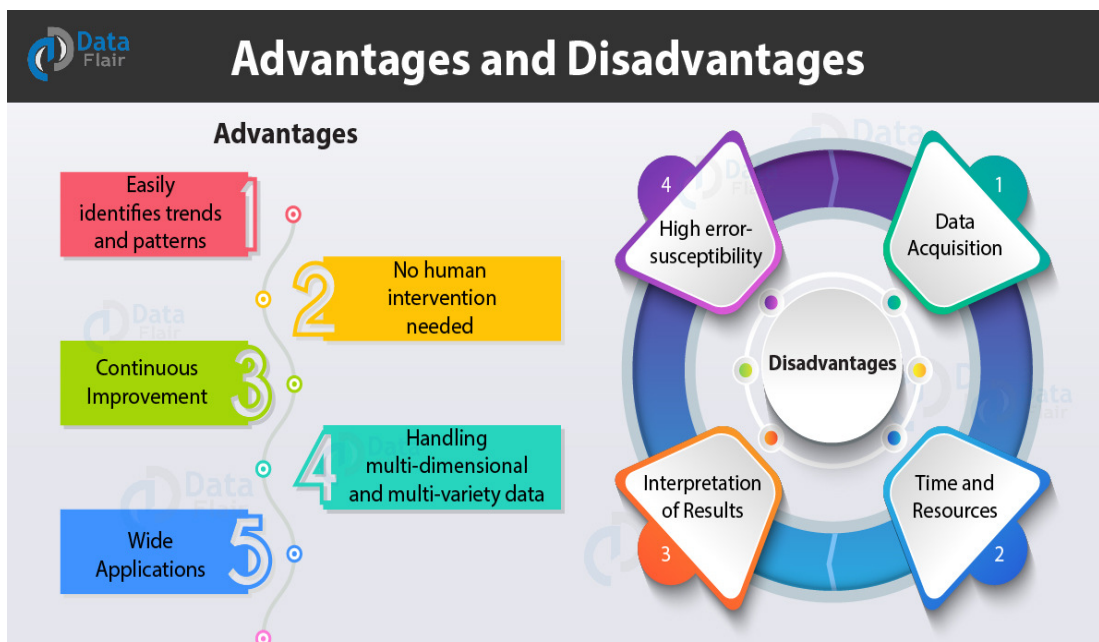
Social media is an excellent network with several advantages and disadvantages. Only those who will get benefitted from it are wise and use social media for the purpose. Being active on social media most of the time affects relationships with family and friends, resulting in detachment and creating a sense of isolation among the users.

Social media have a significant influence on youngsters. Today most of the youth spent their time surfing several social networking sites. The passage of time and advancement in information technology leads to new applications for its users. Social media know-how to engage their users, and that's how it provides fascinating features with attracts them, especially youngsters who spent their time exploring social networking sites.

Several investigators find social media one of the most powerful tools that help people worldwide and provide its user's numerous things through social networks.

Social networking websites are virtual communities that allow and interact with each other on several topics.

Fig.1



(Jeesmitha, 2019) study reveals that youth uses social media for job opportunities and learning purposes, which is beneficial and advantageous for the users. The research also shows that it is also negatively affecting mental health. This study indicates that social media has both advantages and disadvantages.

1.5 RESEARCH METHODOLOGY

The researcher has gone through the available articles, journals, and various websites to know the advantages and disadvantages of social media. To achieve the result, the researcher has selected 120 samples as a random sampling for its purpose, and the survey was conducted by utilizing the questionnaire and Lickert scale. Its descriptive analysis has been measured through the software SPSS (statistical package for the social science).

QUESTIONS	AGREE		DISAGREE		NEUTRAL	
	n	p	n	p	n	p
Do social media have a positive impact on society?	54	45.00	32	26.67	34	28.33
Does social media helpful in academics?	41	34.17	35	29.17	44	36.67
Social media affected the lifestyle of many?	41	34.17	35	33.33	44	36.67
Does social media affect your skills and ability?	44	33.33	40	36.67	36	30.00
Being active on social networking sites affecting your relationship with peers and family.	43	35.83	36	30.00	41	34.17
Excess use of social media leads to stress and anxiety?	38	31.67	44	36.67	38	31.67
Is it affecting the social values of society?	35	29.17	47	39.17	38	31.67
Do social media reduce the communication barrier?	43	35.83	41	34.17	36	30.00
Social media helps you in pursuing your desire fields.	52	43.33	33	27.50	35	29.17

1.6 ANALYSIS AND DISCUSSION(Table 1.1)

Table 1.1 indicates the response of the respondent on being asked the mentioned question. Most of the respondents know that social media is a great tool, but they also agree that social media negatively impacts if you use it most of the time. 45% out of 120 respondents find that social media have a positive impact on society. Whereas 26.67% disagrees and 28.33% stated neutral to the above

statement. This study indicates that they use social networking sites most of their time. They also find social media a great tool that navigates them in their academics; 34.17% agree, 29.17% show disagreement, and 36.67% of students remain neutral.

Many youngsters find that the excess use of social media is not affecting their skills and ability. Instead, it helps enhance 36.67% respondent disagrees with the above statement and 33.33% agrees and only 30% have a neutral opinion. Undoubtedly, social media is playing an impactful role among youngsters, and that's why they find that one of the impactful tools shaping their lives for the betterment.

This survey indicates that despite so many positive sides of social media, most respondents agree that social media's excessive use affects relationships with peers and family members. Those who decide to the statement are 35.83%, 30.00% disagree, and 34.17% stated neutrally.

Excess usage of social media mainly impacts the users' mental health, which becomes a reason for stress and anxiety among youngsters. Still, the respondents' response shows that social media won't be the reason for stress and anxiety. According to the survey, only 31.67% said that social media is the reason for stress and anxiety, 36.67% of the users said social media is not causing stress and anxiety, whereas 31.67% have mixed opinions and neither agree nor disagree.

Society members have always followed societal norms, and in every society, there certain mores and values. According to MacIver and page, "society is a web of social relationships," and these relationships build by the people who are a part of society. Still, in the present community, people are so busy in their virtual world that they forget. Somehow, social media is responsible for breaking society's norms by indulging its members on social media. People who agree that social media is affecting societal norms are 29.17%. The majority of the users won't agree and said they disagree that the statement is 39.17%, and the percentage of respondents who remain neutral to the above information is 31.67%.

Social media exist because of communication. Social media comes up with various social networks that help people get in touch with each other without any barrier. Most of the respondents agree that social media reduces communication barriers, in which 35.83% of the respondents agree, while the remaining 34.17% and 30% stated disagree and neutral, respectively.

There is no doubt social media comprises lots of social networks that help people for various purposes. It allows people for better guidance in the searching job, developing or enhancing knowledge and information, and a source through which people pursue their fields according to their wish. Does social media help people in pursuing their desired fields? 43.33% of respondents agree, 27.50% said disagree, whereas 29.17% of people stated neutrally.

The respondents' survey and response show that youngsters will fall for social media no matter what. Despite knowing the disadvantages, most youngsters still consider social media an essential tool in their lives.

1.7 SUGGESTION

According to the analysis, almost everyone, especially youngsters, is addicted to social media. They often spent most of their time chatting, surfing, scrolling news and information, and other things. Excess use of social media leads to its impact on health and their academic career and mental development. Parents, teachers must ensure their children and students about the positive and negative consequences of social media. They all know that youngster of the present society is so much involved in the virtual world. It is the responsibility and their duty towards them and makes them aware of the seriousness of excessive social media use.

- ❖ The use of social media should be for the purpose.
- ❖ Avoid being active all the time on social media unnecessary.
- ❖ Engage yourself in reading your favorite books.
- ❖ Hangout with friends and family.
- ❖ Use the time for productive things.
- ❖ Limit the usage of social media everywhere.

CONCLUSION

This study reveals that most youngsters feel that social media positively impacts society as it enhances skills and ability. Respondent's opinion indicates that social media has a positive role and helps them shape and mold their life in a better direction. Technology is leading the world today. Social media is a part of technology, and it is a valuable part of people in contemporary society. Social media is an interactive platform for people. Youth are engaging themselves on it, and undeniably it is helping them in building their career. But still, youth should minimize social media utilization else it will affect them negatively. Every youngster and all those who are most active on social media should ensure that they are not sharing anything personal on social media as it becomes a matter of concern. No matter how much advanced we turn, physical interaction is irreplaceable, and one should understand that. Data reveals that people are so aware of social media's disadvantage and know how to benefit from it.

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