

A STUDY ON “SOCIAL MEDIA AND ITS IMPACT ON SOCIETY”

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ABSTRACT

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This research takes a deeper look into the realities of social media as its usage continues to spread across all age groups, areas, sections, cultures, businesses and probably every other segment for a host of causes and motives. This has led to social media becoming one of the most potent tools in today’s time for practically any purpose.

The research is designed to test through qualitative and quantitative data whether social media’s impact on society is considered beneficial or harmful by its users from different age groups, professions, ethnic backgrounds, genders, etc. and aims to arrive at a consensus. Through a very comprehensive survey conducted via a questionnaire created to collect empirical data, the researcher derived a conclusion along with stating what can be done to eliminate the ill effects while at the same time make the most of this new media.

The research uncovered what people think of social media as a whole and collected information that tested the hypothesis of this research giving the research clarity on what needs changing and the problems that require solution.

INTRODUCTION

‘Social Media’ - a word not much heard about a decade ago is being thrown around with great regularity today. It has risen to power and continues to do so. Social media is basically an internet-based form of communication designed and developed to help people interact and share content on a global platform. However, that has changed now that millions of people have joined social media to be a part of something bigger than just sharing.

It started out as a medium that merely allowed people to share almost anything from their life to their ideas on pretty much everything. It originated as computer-mediated technology or service and has since worked its way up in increasing its ease of access to its users by taking its place in almost all communication devices with the objective of helping people stay connected at all times. Forms of social media include blogs, micro blogs, wikis, social networking sites, photo and video sharing sites, instant messaging, podcasts and more.

Speaking of social media’s impact on us, it has evolved greatly from the day it started to the present day, expanding its users and forms and rising to power along the way. When used properly, it can be a valuable

addition in an individual's life. On a personal level, it allows us to communicate with friends and family, learn new things, develop interests and be entertained. On a professional level, we use it to broaden our knowledge in a particular field, constitute a strong network with professionals in the industry and use it as an outstanding medium to converse with a large audience.

There's no rose without a thorn and so social media has its downsides as well. Addiction, loss of productivity, posing a threat to a person's privacy, cyber-crimes are some of the many negative effects it has on us. Therefore, in order to help people channelise the usage of social media in the right direction and limit its use to a level where it only serves the good and eliminates the bad, 'a study' on its impact on society is needed to further delve into the subject.

INDUSRY PROFILE

FACEBOOK

Facebook is a social networking service launched on February 4, 2004. It was founded by Mark Zuckerberg with his college roommate and fellow Harvard University student Eduardo Saverin. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in the United States and Canada, corporations, and by September 2006, to everyone with a valid email address along with an age requirement of being 13 and older.

Facebook offers a wide variety of products and services, including communications and advertising platforms. Many of these products and services — such as the Facebook mobile app, Messenger, and Paper — are part of your Facebook experience. Other services, such as Slingshot, Rooms, or the Internet.org app, offer more independent experiences (ex: they may not require you to register for or sign in to the service using your Facebook account). Certain services, such as Page Manager or Audience Insights, are products that we offer our business partners such as advertisers. All of these Services are covered by our Data Policy, which describes how we collect, use and disclose your information. Sometimes supplemental terms may also apply to specific products or services, which we will tell you about through those services.



INSTAGRAM

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers. It was created by Kevin

System and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively. It is owned by Facebook.



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TWITTER

Twitter is an online news and social networking service where users post and interact with messages, known as "tweets." These messages were originally restricted to 140 characters, but on November 7, 2017, the limit was doubled to 280 characters for all languages except Japanese, Korean and Chinese. Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, Short Message Service (SMS) or mobile device application software ("app"). Twitter, Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of 2016, Twitter had more than 319 million monthly active users. On the day of the 2016 U.S. presidential election, Twitter proved to be the largest source of breaking news, with 40 million election-related tweets sent by 10 p.m. (Eastern Time) that day.



YOUTUBE

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

YouTube allows users to upload, view, rate, share, add to favourites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old.



WHATSAPP

WhatsApp Messenger is a freeware and cross-platform instant messaging and Voice over IP (VoIP) service. The application allows the sending of text messages and voice calls, as well as video calls, images and other media, documents, and user location. The application runs from a mobile device though it is also accessible from desktop computers; the service uses standard cellular mobile numbers. Originally users could only communicate with other users individually or in groups of individual users, but in September 2017 WhatsApp announced a forthcoming business platform which will enable companies to provide customer service to users at scale.



SNAPCHAT

Snapchat is an image messaging and multimedia mobile application created by Evan Spiegel, Bobby Murphy, and Reggie Brown, former students at Stanford University, and developed by Snap Inc., originally Snapchat Inc.

One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring "Stories" of 24-hour chronological content, along with "Discover" to let brands show ad-supported short-form entertainment. Snapchat has become notable for representing a new, mobile-first direction for social media, and places significant emphasis on users interacting with virtual stickers and augmented reality objects. As of February 2018, Snapchat has 187 million daily active users.



Although Social Media has time and again proved to be an invaluable platform that facilitates a bunch of productive and enormous causes, all that glitters is not gold. Social media has become very powerful and influential, to the extent that it can sometimes take a toll on someone's lifestyle for the worst. For instance, an individual's private life could be exposed against their will.

According to studies, spending too much time on social media can also hamper with the happiness levels of individuals due to what they may see on it. It's often said that social media is a blessing in disguise for us. Therefore, carving out the best and eradicating the worst still remains a challenge for the ever growing number of social media users. This is where a need to delve deep into the subject arises, since it's taking away much of our precious time, to find out really how social media is affecting us.

SURVEY OF LITERATURE

ARTICLE 1:

Information and communication technology has changed rapidly over the past 20 years with a key development being the emergence of social media.

The pace of change is accelerating. For example, the development of mobile technology has played an important role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. This puts the means to connect anywhere, at any time on any device in everyone's hands.

Why people share information

A fascinating study by New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support.

These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that have a real impact on society.

The impact of social media on society

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The flipside: Social media is slowly killing real activism and replacing it with 'slacktivism'

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change.

Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content.

This is a very human reaction when people are given options that absolve them from responsibility to act. A 2013 study by the University of British Columbia's Sauder School of Business found that when people are presented with the option of 'liking' a social cause, they use this to opt out of actually committing time and money to a charitable cause.

On the other hand, when people are allowed to show support in private, they are more likely to show meaningful support in terms of making a financial contribution.

The researchers found that a public endorsement is an action meant to satisfy others' opinions, whereas people who give in private do so because the cause is aligned to their values.

-MARYANNE GAITHO

Summary:

As a summarised analytical eye opener 26% of the global Population uses Social Media. United Kingdom that has almost over 90% Internet users and over 75% social Media Users have to tell a story that is truly a reflection of the facets of the Medium's Interfaces with various actions and adoptions. A whopping over 65% of the users are either seeking help or want to get connected with people for interactions and information sharing.

There is hardly any number related to progress or development of the nation or businesses, therefore the psychological aspect of the vehicle is for vested personal interest as a hobby of seeking solutions to problems. The classification made hereunder deserves a look and peep into the domain.

The pattern has to change if the INTELLECT has to develop.

ARTICLE 2:

Social Media's Impact On Society

Stop staring at a screen all day!

The growing popularity of social media networks and applications has had many positive and negative implications for society.

Social media has revolutionized the way we view ourselves, the way we see others and the way we interact with the world around us. While social media has many positive implications, including promoting awareness of specific causes, advertising businesses and helping foster friendships between individuals who may have never met without social networking, the over-usage of social media networks can also lead to negative implications.

While there are countless exciting improvements in technology and social media have greatly increased communication across cultures and positively brought attention to events around the world, it is imperative that we examine the negative implications that social media usage has had on the human experience.

The overuse of social media is a global problem impacting all generations, and research has shown that substantial internet usage can have a highly negative impact on our mental and emotional health.

As the popularity of social media sites continuously grows, networks such as Twitter, Facebook, and Instagram continue to evolve. Three positive implications of social media include advertising, networking, and self-expression.

From an advertising perspective, social media offers a great outlet for charities, businesses, and individuals to promote themselves. Social media can be used as an outlet for global organizations to bring awareness to the causes they support and spread positive news that traditional media often doesn't cover. In addition to making advertisements more accessible through social media, these networks have helped foster relationships and connect people around the world.

Social media also allows for self-expression and can serve as a creative outlet for individuals to express themselves, share their artwork and share their voice on specific topics. Being able to express yourself in a healthy way is a very important part of the human experience, and social media can be a great outlet for young adults.

An additional benefit to social media includes following inspirational social media accounts, such as fitness or health inspired Instagram accounts, which can be motivational to followers.

While social media has greatly benefited society, too much of a good thing can always lead to negative effects.

Heavy technology usage often leads to addiction, especially in teens and young adults. However, this addiction is not limited to the millennial generation, as more and more adults from older generations are starting to utilize social networks to stay connected with their friends and families. Spending countless hours on the social sites can distract the focus and attention from a particular chore or assignment.

Along with the struggle to remain attentive, many people who overuse social media or use social media networks as their main form of communication report feeling anxious and depressed after overuse of social media.

Symptoms of anxiety, depression and obsessive-compulsive disorder can be triggered by the overuse of social media, as individuals are constantly concerned about their posts and communicating with others.

Social media also causes many young adults to compare themselves to others and envy a life that may not be attainable since many brands and individuals only share a small percentage of their lives online. It is important to remember that an Instagram or Twitter may just be a reflection of the "best" parts of a person's life and isn't an accurate representation of them as a whole.

It is imperative that teens and young adults remember that social media does not always portray the whole story and that having genuine communication skills is more important than social media.

Allowing social media to prevent you from experiencing genuine human experiences, such as spending time with your family or spending time outdoors, can be very unhealthy.

In an article entitled "Tweets, Texts, Email and Posts," author Tony Dokoupil explores the story regarding a man named Jason Russell. Russell forwarded a link to an internet documentary called "Kony 2012," which shared his deeply personal web experiences regarding African Warlord Joseph Kony. The film received more than 70 million views in less than a week.

While the film brought awareness to the issues facing African children and child soldiers, the sudden fame had a significant impact on Russell. Russell began obsessing over the number of views received and eventually underwent what doctors now call a temporary psychotic break.

After posting a quote by Martin Luther King, "If you can't fly, then run, if you can't run then walk, if you can't walk, then crawl, but whatever you do, you have to keep moving forward," Russell took off his clothes, went to the corner of a busy intersection and repeatedly slapped the concrete with both palms ranting about the devil.

This is just one example of how social media can have both positive and negative implications on an individual, as the fame has caused severe mental health implications for Russell, but also brought awareness to a growing epidemic of child soldiers.

While I personally have not experienced mental health implications over the number of likes I've gotten or have not gotten on a post, I do tend to "obsess" over it. If I don't receive the desired amount of likes on a picture I have posted on Instagram, I'll just delete it.

The more likes I get, the better I feel about myself.

This is something I have been trying to work on since the number of likes I get shouldn't affect how I feel. Many young adults equate a part of their identity or self-worth with the number of likes they receive on a post and forget that a post does not define who you are as a person and should not change the way you view yourself.

My social media usage has decreased significantly, but I still worry about the number of likes I receive because I want to use social media as a way to express myself and share my ideas with others. Remembering the purpose behind what I am posting and trying to identify the purpose of what I share on social networks helps me identify if the number of likes matter.

Since I started college, I have extensively examined the effects that social media has on a person. Specifically, I have explored how social media usage affects my own generation. It may seem obvious, but I've noticed that I do best in classes when I am on my phone less.

Even though this may seem obvious to you, sometimes it's the simplest thing that we overlook when it comes to social media usage. I have strongly considered joining the "unplugging" movement, but I can't bring myself to do it. If that doesn't say something about the effects that social networking sites have on a person, I'm not sure what will.

Unplugging is taking yourself off of social media outlets such as Facebook, Twitter, and Instagram. Even though my social media usage has become less of a problem, I still struggle with remaining off my phone and being involved in the "real world."

Social media has impacted our society for better and for worse.

It is up to us to decide how we view social media and how we allow social networking to either benefit or harm our lives. It is imperative to remember that the genuine human experience of being able to communicate in person, network in person and form relationships with others outweighs social media. It is also important to remember that the number of likes or shares you receive does not define who you are or your self-worth.

The more educated I become and the less time I spend on social media, the more I realize that there is a lot more to life than sitting behind a screen all day long.

-RUTHANNE SHELLBARGER, ODYSSEY

Summary:

The positives and negatives vary from user to user and the purpose of his/her embankment on the media vehicle. It also has to be determined to the level of his social and psychological mind set and the benefit the media provides. There are hardly any conclusive studies to firmly depict the right causes and results in measurable form as there is continuing research on the subject matter.

ARTICLE 3:

Introduction

Social Networking sites are termed to as web based services that give an opportunity to individuals to create their own personal profile

with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another.

These sites have held an addiction to the youth wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have derived benefit out of these sites whereas some have become academically challenged by the use of these websites. Individuals have set their own limits as to when and when not to access these websites but we witness very few out of the lot who does not access or make use of these sites at all.

Evaluating the amount of research that surrounds the usage of social networking sites in the education system, it is important to determine whether or not, have these sites led to any impact on student engagement and achievement. This paper will be therefore able to review the available literature to study and present both the positive and negative impacts of online networking on the most high in demand segment of our society

Impact of social networking websites on the education of the youth

The researcher tries to portray, social networking sites such as Facebook, MySpace and Twitter are gaining popularity with the pace of time and due to their attractive features the youth of today's generation is fascinated towards them.

The study argues against the notion claiming that due to the rapid popularity of social networking sites the youth tends to distract themselves from their studies and professions but on the contrary is also developing friendly and social ties with the world that revolves around them

Impact of social networking sites in the changing mind-sets of youth on social issues

This paper elucidates that men spend more time as compared to women on social networking sites to review these social issues and yet women are very sensitive to issues like these existing in the world. The youth takes active participation and also raises their voices in order to express their opinions and views on social issues being discussed on these sites. Also, the findings state that even though the youth reciprocates to these events they still do not take up discussions beyond web and forget about them once they sign off. Thereby, these sites prove to be a boon to the youth in terms of spreading awareness about these issues that arise

Impact of social networking sites on students

This study establishes the fact that out of all the respondents targeted, nearly 55.4% of the total population from people ranging in the age group 15 to 25 use social networking sites and also states that most of the users from the same age group use these sites as a medium to seek entertainment.

In terms of gender division, male users are more as compared to female users wherein male users generally derive knowledge based information from these sites. It focuses on the fact that most of the youth uses these sites due to influence of their friends and just because their friends have been using and accessing these sites. This also illustrates the academic performance of students using social networking sites. Students acquiring 3.0 to 3.5 GPA in examinations are most inclined to these sites for entertainment.

The effect of social networking sites on adolescents' social and academic development: Current theories and controversies

The paper offers a review of the emerging research surrounding social networking sites and youth. The technologies and offers of these sites are such that they fascinate and attract the youth and teenage.

Determining its popularity, parents and educators have lent an ear to its concern and consideration. These concerns range from youth

privacy, safety, time consumption, health issues, psychological well being and academic performance. However, the study must be finally specified about theories as to how youth uses social networking sites and must enact communication behaviour that should result in their benefit.

-KHURANA N, JOURNALIST

Summary:

The brief study of the researcher is focussing on the ills the social media platforms have cause on the upcoming youth population of the world. It is important to be understood that a majority of the nations across the globe have populations that are between the ages of 18 to 35 years on a percentage scale of over 50% of the populations of many developing countries, especially in the Asian Continent. In India for Example: the percentage bracket of 18-35 stands at a whopping 65%. This is raising an alarm like situation given the negative impact the social media vehicles are creating on the minds of youth. The below images of a young girl immersed in the Palm Vehicle of the Social Media and the following tables speak their story.

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OBJECTIVES

As with any study, a set of objectives are required to have a clear idea and understanding of what is sought-after. These objectives direct the study toward achieving the desired goals. The following are objectives, that when achieved, will give the study a true meaning.

1. To begin with, it's important to know how much time people actually spend on social media in the first place. Therefore, finding out how much time is spent on social media remains a top of the line task.
2. The review of literature has covered and discussed the good and bad of social media. In an attempt to fully understand the benefits and harm of social media, discussing in detail and weighing its good and bad is necessary to find out how good or bad social media really is.
3. To specifically find out its impact on youth and adolescents. More often than not, it is perceived that this group is usually the biggest victim of addiction to social media and its other ill effects.

HYPOTHESIS

The research has dwelled on the benefits of social media as well as its downsides. Though only a presumption, even in the case when benefits outlast drawbacks, it's important to measure the magnitude of harm caused in order to establish a theory that social media is indeed more harmful than beneficial. There is enough evidence and research already that maintains the fact that social media is pivotal to our lives but the harm done often goes unnoticed.

In an attempt to test truthfulness of this statement, the following hypothesis was formulated:

“Social Media causes more harm to the society than good.”

The hypothesis was tested on the basis of collection and processing of empirical data which gives direction to the statement and further prove its viability in the findings of the research.

LIMITATIONS

1. The biggest constraint of this study is the number of people the survey was conducted on - a sample of 75 people, which is a small figure given its massive number of users.
2. Social media can have a distinguishing impact on different societies. The study is scarcely credible with regard to this.

RESEARCH METHODOLOGY

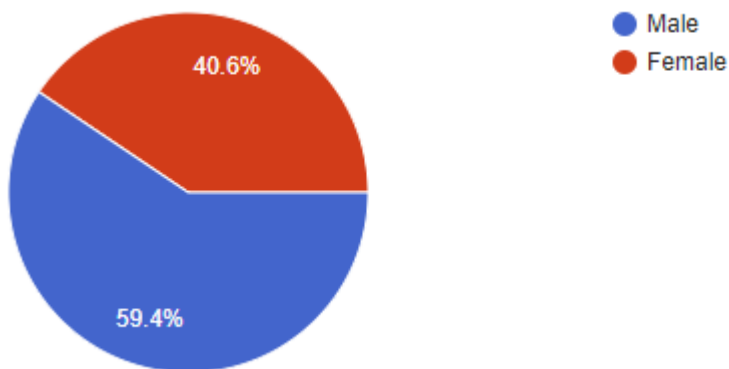
A good study needs a substantial amount of research done on it to advocate, approve and attest to opinions of people on a particular subject. It counts as a very important part of a study. The more comprehensive a research, the better the study. Accuracy of research comes down to methods adopted to carry out a research.

Primary Method

The most common and reliable source of information is found online. The secondary data was also gathered from here. Articles based on research and surveys on social media's impact on society came in handy to support the study. Information available online on forums and other blogs contributed greatly to support the research.

Secondary Method

Apart from replying on information available online, a survey was conducted as part of the research. The survey comprised of a questionnaire which was given out to a sample of 75 people from different age groups, all active social media users. The questionnaire itself was incorporated with questions carefully chosen to draw comparisons, do an analysis of the information collected and defragment the data into as many categories as possible in an effort to achieve the above set objectives.

DATA PROCESSING & ANALYSIS**1. GENDER:**

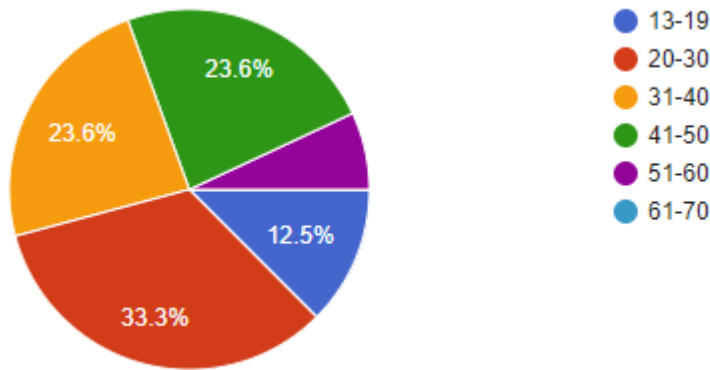
GENDER	PERCENTAGE OF RESPONDENTS
MALE	59.4%
FEMALE	40.6%

Of the total respondents, 59.4%, comprising of 41 were males. Of these, 5 were teenagers. 12 were from the age group 20-30. 9 were aged between 31-40, 12 between 41-50 and 3 were aged above 50.

Females comprised of 28, making up 40.6% votes. 3 were teenagers. 9 were from the age group 20-30, 8 from 31-40, 5 from 41-50 and 3 were aged above 50.

From this chart it is clear that males yielded more responses than females.

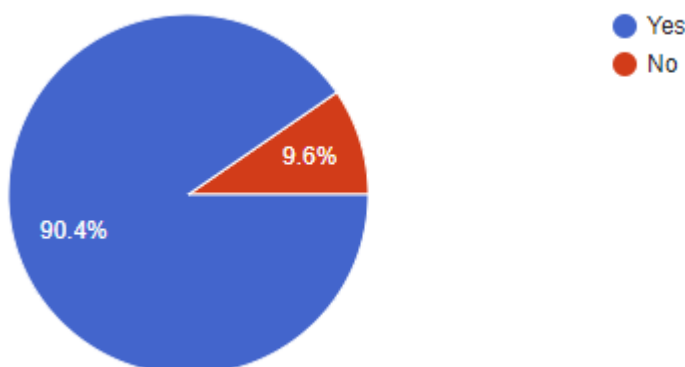
2. AGE:



AGE	PERCENTAGE OF RESPONDENTS
13-19	12.5%
20-30	33.3%
31-40	23.6%
41-50	23.6%
51-60	6.9%
61-70	-

Most respondents were aged between 20-30. They comprised of 24. Of these, 15 were males and the remaining 9 were females. Teenagers accounted for a total of 9 (5M; 4F). People from the age group 31-40 were 17 (9M; 8F). From the age group 41-50 were also 17 (12M; 5F). People aged above 50 were 8 (5M; 3F).

3. PRESENCE OF PEOPLE ON SOCIAL MEDIA

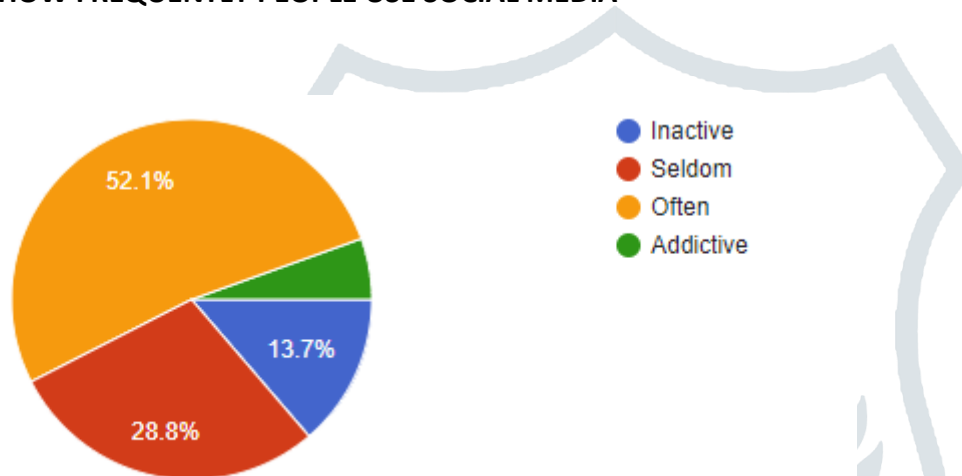


OPTIONS	PERCENTAGE OF RESPONDENTS
YES	90.4%
NO	9.6%

Out of the all respondents, a whopping 90.4%, comprising of 66 people, claimed they were present on social media. Of these, 9 (5M; 4F) respondents were from the teenage category of 13-19. 22 (14M; 8F) were from the age group 20-30. From the age group 31-40, 17 (9M; 8F) responses were received. 13 (9M; 4F) respondents were aged between 41-50. As for people over the age of 50, there were 4 (2M; 2F). We found no users above the age of 61.

9.6% who claimed they were not present on social media comprised of 7. 4 (3M; 1F) belonged to the age group 41-50. 1 female belonged to the age group 51-60. From the age group 20-30, there were 2 respondents of each gender.

4. HOW FREQUENTLY PEOPLE USE SOCIAL MEDIA



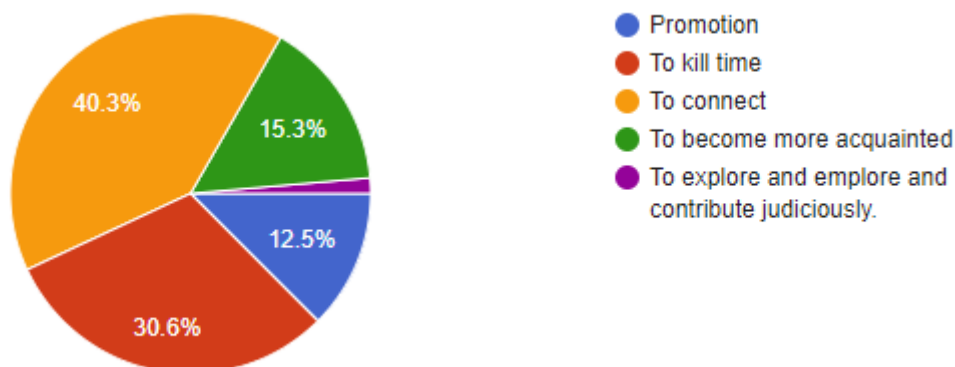
FREQUENCY	PERCENTAGE OF RESPONDENTS
INACTIVE	13.7%
SELDOM	28.8%
OFTEN	52.1%
ADDICTIVE	5.5%

It is surprising to note that 4 respondents, 3 being males belonging to the age group 20-30 and the female being a teenager, claimed they are addicted to social media. However, a good 52.1% of them, comprising of 38 claimed they often used social media. 7 (4M; 3F) belonged to the teenage category. 15 (11M; 4F) responded from the age group 20-30. 6 (3M; 3F) were recorded from the age group 31-40. 7 (4M; 3F) belonged to the age group 41-50. As for people aged above 50, only 1 respondent, male, was recorded.

Only 13.7% respondents, comprising of 10, claimed they were inactive on social media. 5 (4M; 1F) were aged between 41-50 and 2 (1M; 1F) between 51-60. Of the remaining 3 people, 1 was a male teenager, 1 was a female aged between 20-30 and another female aged between 31-40.

21 people, making up 28.8% votes, claimed they seldom used social media. Of these, 5 (2M; 3F) were aged between 20-30, 9 (6M; 3F) between 31-40, 5 (4M; 1F) between 41-50 and 2 females were aged above 50. No teenagers were recorded.

5. PUPRPOSE FOR WHICH SOCIAL MEDIA IS USED



OPTIONS	PERCENTAGE OF RESPONDENTS
PROMOTION	12.5%
TO KILL TIME	30.6%
TO CONNECT	40.3%
TO BECOME MORE ACQUAINTED	15.3%
OTHER	1.4%

Connecting with people was the most popular choice among people and made up 40.3% votes. These votes were 29 in total. 3 (1M; 2F) were teenagers. 8 (5M; 3F) were aged between 20-30, 7 (3M; 4F) between 31-40, 9 (6M; 3F) between 41-50 and 2 (1M; 1F) were aged above 50.

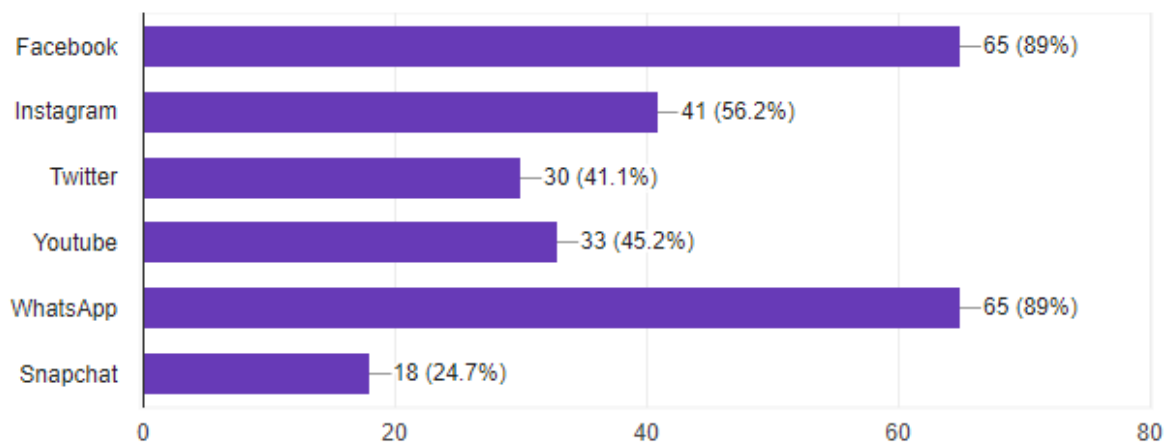
30.6% respondents wanted to kill time. They comprised of 22. 6 (4M; 2F) were teenagers. 12 (7M; 5F) were aged between 20-30 and 4 (1M; 3F) between 31-40. No respondents voted aged above 50.

15.3% respondents wanted to become more acquainted. They comprised of 11. 4 (3M; 1F) were from the age group 20-30. 2 were males from the age group 31-40. 3 (2M; 1F) were from the age group 41-50 and 2 were females aged between 51-60. No teenage respondents were recorded.

For the purpose of promotion, only people aged between 31-50, comprising of 9 (7M; 2F) were recorded.

1.4% people had completely different views.

6. SOCIAL NETWORKS PEOPLE ARE PRESENT ON



SOCIAL NETWORKS	PERCENTAGE OF RESPONDENTS
FACEBOOK	89%
INSTAGRAM	56.2%
TWITTER	41.1%
YOUTUBE	45.2%
WHATSAPP	89%
SNAPCHAT	24.7%

A massive 89%, comprising of 65 people claimed they were present on Facebook, which is by far the most used social network along with WhatsApp. 22 (14M; 8F) were found to be aged between 20-30 followed by 15 (8M; 7F) from the age group 31-40, closely followed by 14 (10M; 4F) from the age group 41-50. 5 (2M; 3F) were aged above 50. Teenagers were recorded at 9 (5M; 4F).

WhatsApp equals Facebook users by the same number. 22 (13M; 9F) come from the age group 20-30. 15 (9M; 6F) were aged between 31-40. Closely behind was the age group 41-50 with 14 (9M; 5F) users. 5 (3M; 2F) people aged above 50 also used WhatsApp. As for teenagers, 9 (5M; 4F) is the total.

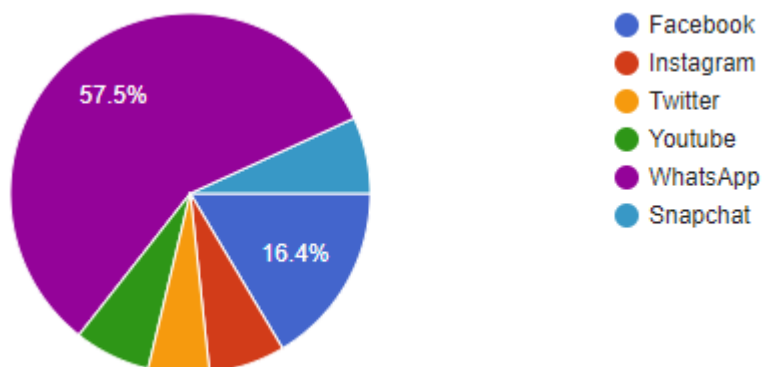
Instagram was the third favourite of the people. There were 41 who claimed they were present on Instagram. Of these, we found 17 (11M; 6F) belonging to the age group 20-30, 9 (5M; 4F) to 31-40, 6 (5M; 1F) to 41-50 and 1 female was aged above 50. There were 8 (5M; 3F) teenage users.

YouTube had 33 users. 16 (12M; 4F) belonged to the age group 20-30, 4 (3M; 1F) to the age group 31-40, 5 (4M; 1F) to 41-50 and 2 (1M; 1F) were aged above 50. 6 (5M; 1F) were found to be teenagers.

Twitter had 30 users. 6 (3M; 3F) belonged to the age group 20-30, 9 (5M; 4F) to the age group 31-40, 9 (8M; 1F) to 41-50 and 4 (2M; 2F) were aged above 50. 2 (1M; 1F) were found to be teenagers.

Snapchat had 18 users. 9 (6M; 3F) belonged to the age group 20-30 and 2 (1M; 1F) to the age group 31-40. 7 (4M; 3F) were teenagers. Nobody aged above 41 was found to be present on Snapchat.

7. SOCIAL NETWORK PEOPLE USE THE MOST



SOCIAL NETWORK	PERCENTAGE OF RESPONDENTS
FACEBOOK	16.4%
INSTAGRAM	6.8%
TWITTER	5.5%
YOUTUBE	6.8%
WHATSAPP	57.5%
SNAPCHAT	6.8%

The most used social network among respondents was WhatsApp, which received 57.5% votes. They totalled to 42. 14 (8M; 6F) belonged to the age group 20-30. 9 (5M; 4F) were from the age group 31-40. The 41-50 age category had 11 (8M; 3F) users. 4 (2M; 2F) over the age of 50 also used WhatsApp and 8 (3M; 1F) teenagers used WhatsApp more than any other social network.

Behind WhatsApp was Facebook with 16.4% votes, comprising of 12. 5 (4M; 1F) were from the age group 41-50. 2 (1M; 1F) were aged between 31-40. 2 users were males aged between 20-30 and a female user was aged above 50. As for teenagers, only 2, both males were recorded.

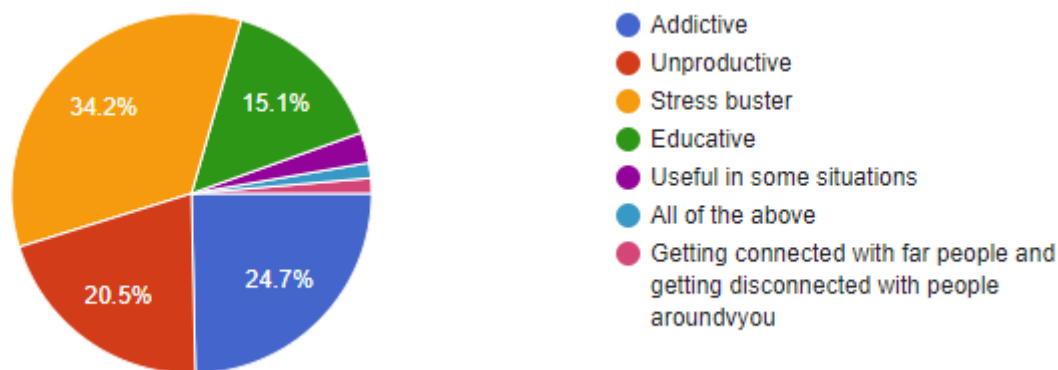
Respondents who chose Instagram as their most used network comprised of 5. 3 of which, all males were aged between 20-30. The remaining 2 (1M; 1F) were from the age group 31-40. No further data was gathered.

People who used Twitter the most were 4. 2 (1M; 1F) were from the age group 31-40. 1 male from the age group 51-60 and 1 female aged between 20-30.

Respondents who used YouTube the most were 5. 3 (2M; 1F) belonged to the 20-30 age group and 2 females to the age groups 41-50 and 31-40.

As little as 5 people used Snapchat the most. 3 females were teenagers. 1 female was aged between 20-30 and 1 male between 31-40.

8. WHAT PEOPLE THINK OF SOCIAL MEDIA



OPTIONS	PERCENTAGE OF RESPONDENTS
ADDICTIVE	24.7%
UNPRODUCTIVE	20.5%
STRESS BUSTER	34.2%
EDUCATIVE	15.1%
OTHER	5.5%

Majority social media users described it as a great stress buster, with about 25 votes. 10 (9M; 1F) users were from the age group 20-30, 4 (3M; 1F) from 31-40 and 8 (4M; 4F) from 41-50. No data was collected for people aged above 50. Teenagers were recorded at 3 (3M; 1F).

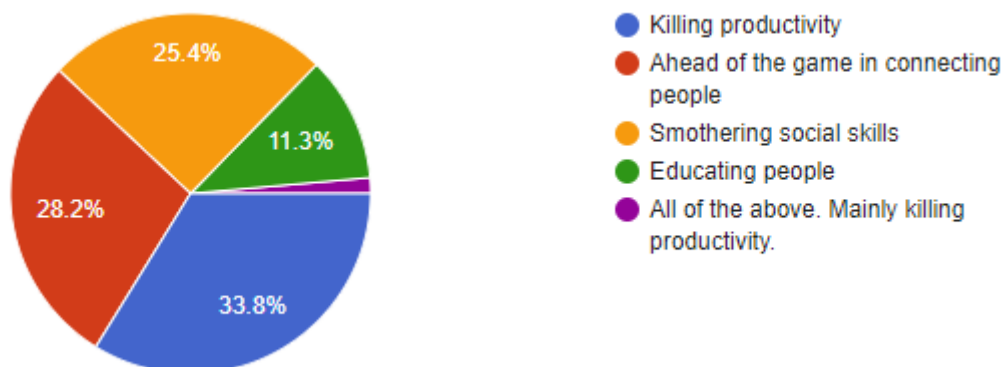
24% respondents, comprising of 18, thought social media is in fact addictive. Of these, 7 (1M; 6F) were from the age group 20-30. 5 (2M; 3F) were aged between 31-40. 1 male and female responded from the age groups 41-50 and 51-60 respectively. Only 4 (2M; 2F) teenagers thought social media is addictive.

Social media is unproductive is what 20.5% of our respondents thought. They comprised of 15. Majority people who are of this opinion, 6 (5M; 1F), are from the age group 41-50. 3 (1M; 2F) were aged above 50 and 1 male was aged between 20-30. No data for teenagers was gathered.

15.1% respondents thought social media is educative. They comprised of 11. From the age group 20-30, 6 (4M; 2F) respondents thought so. 1 female and 1 male from age groups 31-40 and 41-50 respectively thought likewise. As for anyone aged above 50, 1 male respondent was recorded. Teenagers were recorded at 2 (1M; 1F).

5.5% respondents, on the other hand, had other ideas on what they thought of social media.

9. WAYS IN WHICH SOCIAL MEDIA IS IMPACTING THE SOCIETY



OPTIONS	PERCENTAGE OF RESPONDENTS
KILLING PRODUCTIVITY	33.8%
AHEAD OF THE GAME IN CONNECTING PEOPLE	28.2%
SMOTHERING SOCIAL SKILLS	25.4%
EDUCATING PEOPLE	11.3%
OTHER	1.4%

From the age groups 20-30 and 31-40, 16 (8M; 8F) people, 8 in each age group, thought social media is impacting the society by killing its productivity. 5 (3M; 2F) were aged between 41-50 and 3 (2M; 1F) above 50.

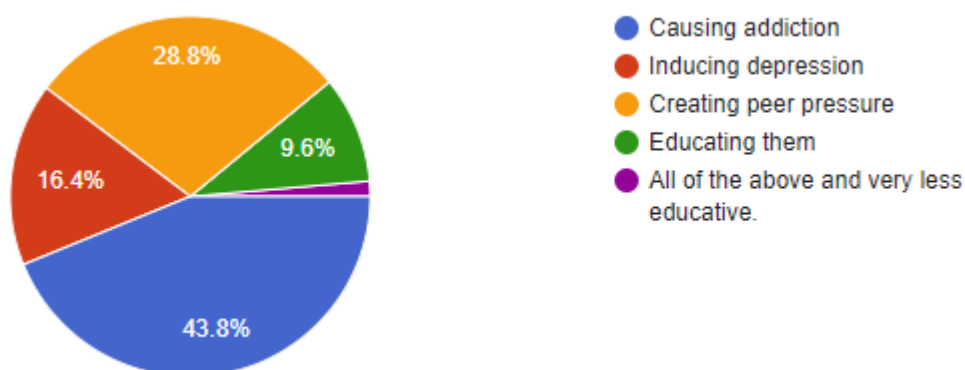
While some think it's killing productivity of society, 28.2% people, comprising of 20, think it's the best they've got in terms of connecting with people. Most respondents who are of this opinion, 7 (4M; 3F), were from the age category 20-30. 4 (2M; 2F) voted from 31-40 age group and 4, all males were aged between 41-50. Nobody aged above 50 agreed with them. As for teenagers, 5 (4M; 1F) agreed with them.

25.4% respondents thought social media is affecting social skills of people. They comprised of 18. 7 (4M; 3F) belonged to the age group 41-50. 2 females belonged to the age group 51-60. 6 (5M; 1F) belonged to 20-30 and 2 (1M; 1F) belonged to 31-40. 1 teenager, female, shared the same opinion.

11.3% respondents thought social media is an educative platform. They comprised of 8. 3 (1M; 2F) were teenagers. 3 (2M; 1F) were from the age group 20-30 and 2 (2M) from 31-40.

1.4% of respondents were of a completely different opinion.

10. THE EFFECT SOCIAL MEDIA HAS ON YOUTH



OPTIONS	PERCENTAGE OF RESPONDENTS
CAUSING ADDICTION	43.8%
INDUCING DEPRESSION	16.4%
CREATING PEER PRESSURE	28.8%
EDUCATING THEM	9.6%
OTHER	1.4%

The most common choice among people was addiction. Respondents who held this view were 32. Of whom, 13 (9M; 4F) belonged to the 20-30 age group. From 31-40 age group, 5 (1M; 4F) were recorded. 8 (6M; 2F) from 41-50 age category also thought the same. 2 (1M; 1 F) were recorded aged above 50. As little as 4 (2M; 2F) teenagers thought it caused addiction.

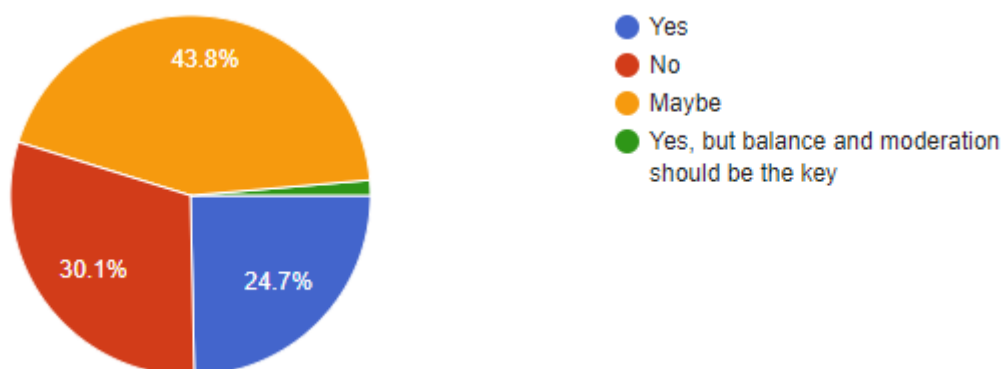
The next most popular opinion among people was that social media created peer pressure on youth. These respondents were 21 in total. 6 (3M; 3F) who were convinced of this were from the 20-30 age group. 10 (5M; 5F) were recorded from the age groups 31-40 and 41-50. 3 (1M; 2F) were recorded aged above 50. Teenagers who thought likewise were only 2 (1M; 1F).

16.4% respondents were of the opinion that social media induces depression in youth. They comprised of 12. People aged between 31-40 were 4 (3M; 1F). From 41-50 were also 4 (3M; 1F). No data was gathered from people aged 50. Teenagers were recorded at 2 (1M; 1F).

Only 9.6% respondents were convinced that social is educating the youth. They were a small bunch of 7 people. 3 (1M; 2F) were from the age 20-30, 3 (2M; 1F) from 31-40 and 1 male from the teenage category.

1.4% people differed from all of the above choices.

11. SHOULD TEENAGERS/ADOLESCENTS, ACCORDING TO YOU, HAVE A PRESENCE ON SOCIAL MEDIA?



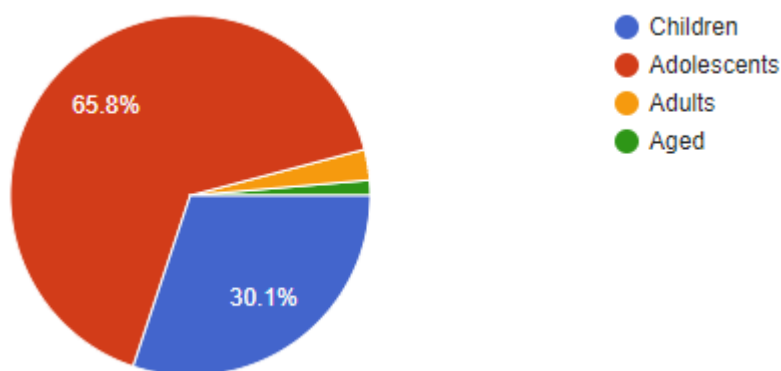
OPTIONS	PERCENTAGE OF RESPONDENTS
YES	24.7%
NO	30.1%
MAYBE	43.8%
OTHER	1.4%

43.8% respondents, comprising of 32 were unclear about the notion that teenagers or adolescents should be exposed to social media. 11 (4M; 7F) from the age group 20-30, 8 (4M; 4F) from the age group 31-40 and 6 (4M; 2F) aged between 41-50 all chose the option 'Maybe'. Nobody aged above 50 voted. Teenagers, however, who agreed with this choice were 7 (4M; 3F).

Those who condemned the idea that teenagers/adolescents should have a presence on social media were 22, making up 30.1% votes. 2 (1M; 1F) voted from the age group 20-30. 7 (3M; 4F) from 31-40, 8 (6M; 2F) from 41-50 and 5 (2M; 3F) aged above 50.

Lastly, those who approved that teenagers/adolescents should have a presence on social media were 18, making up 24.7% votes. 11 (10M; 1F) voted from the age group 20-30, 1 male from the age group 31-40, 3 (2M; 1F) from 41-50 and 1 male aged above 50.

12. WHOM DOES SOCIAL MEDIA INFLUENCE THE MOST



CATEGORY	PERCENTAGE OF RESPONDENTS
CHILDREN	30.1%
ADOLESCENTS	65.8%
ADULTS	2.7%
AGED	1.4%

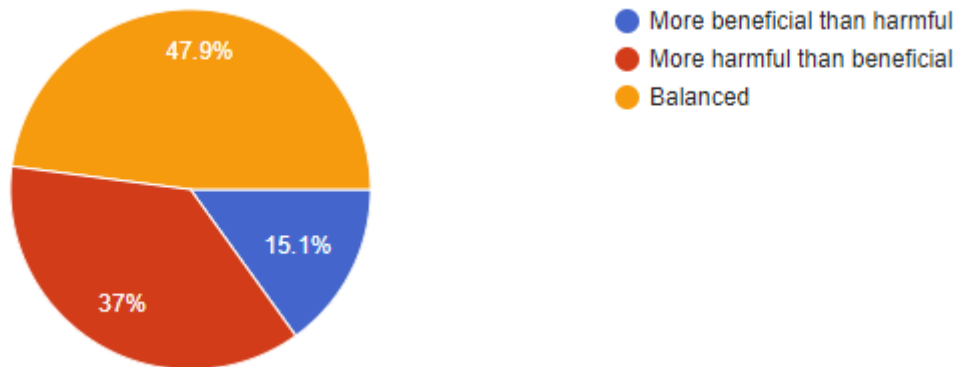
It is no surprise that adolescents was the most popular pick among respondents. 65.8%, comprising of 48, thought so. 18 (11M; 7F) were from the age group 20-30, 13 (10M; 3F) from 41-50, 6 (3M; 3F) from 51-60 and 7 (4M; 3F) from the age group 31-40 all chose adolescents. 4 (1M; 3F) teenagers agreed with them.

Children was the next most popular pick with 30.1% votes. People who chose children comprised of 22. Of these, 5 (3M; 2F) voted from the age group 20-30, 10 (5M; 5F) from 31-40 and 3 (1M; 2F) from 41-50. No one aged above 50 was found. Teenagers, all males were found to be 4.

As little as 2 (1M; 1F) chose adults.

Only 1 respondent, male, was of the opinion that social media affected aged people.

13. HOW PEOPLE WEIGH GOOD AND BAD OF SOCIAL MEDIA



OPTIONS	PERCENTAGE OF RESPONDENTS
MORE BENEFICIAL THAN HARMFUL	15.1%
MORE HARMFUL THAN BENEFICIAL	37%
BALANCED	47.9%

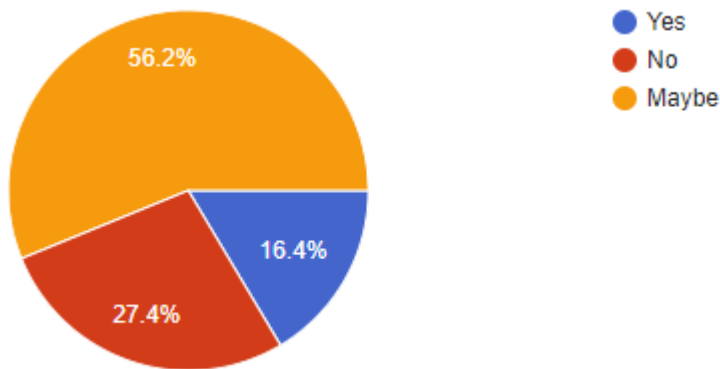
Most people think social media is not entirely bad or vice versa. People who are convinced that this is true comprised of 35 (19M; 16F), making up 47.9% votes.

Those who thought social media caused more harm than benefit in the lives of people comprised of 27 (16M; 11F), making up 37% of total votes.

On the other hand, those who thought that it perhaps bears more boon than bane were 11 (9M; 2F), making up 15.1% of total votes.

1.4% respondents differed from all of the above choices.

14. ARE PEOPLE OF THE OPINION THAT SOCIAL MEDIA IS A BLESSING IN DISGUIE?



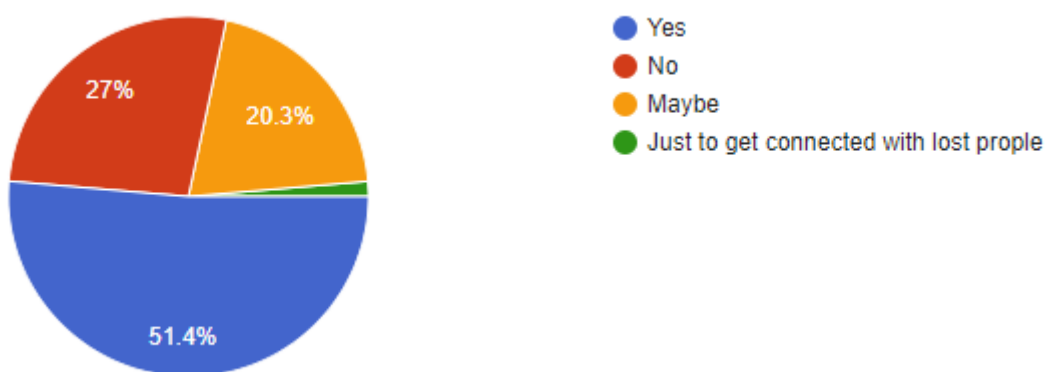
OPTIONS	PERCENTAGE OF RESPONDENTS
YES	16.4%
NO	27.4%
MAYBE	56.2%

56.2% respondents were unclear about social media being a blessing in disguise. Comprising of 41, 15 (8M; 7F) chose this aged between 20-30, 10 (5M; 5F) between 31-40, 8 (6M; 7F) between 41-50 and 2 (1M; 1F) were aged above 50. Teenagers were 6 (2M; 4F).

Those having a positive response were 12. 3 (2M; 1F) were aged between 20-30, 2 (1M; 1F) between 31-40, 4 males between 41-50 and 3 (1M; 2F) were aged above 50. No teenager was recorded.

20 were negative responses. 6 (4M; 1F) were aged between 20-30, 5 (3M; 2F) between 31-40, 5 (2M; 3F) between 41-50 and 1 male aged above 50. From the teenage category were 3 males.

15. WOULD PEOPLE RECOMMEND USING SOCIAL MEDIA TO ANYONE NOT ALREADY ON IT?



OPTIONS	PERCENTAGE OF RESPONDENTS
YES	51.4%
NO	27%

MAYBE	20.3%
OTHER	1.4%

A little more than half the total respondents were open to recommending using social media to others. They comprised of 38, making up 51.4% votes. Of these, 15 (11M; 4F) were from the age group 20-30, 7 (4M; 3F) from 31-40, 6 (5M; 1F) from 41-50 and 3 (1M; 2F) were aged above 50. 7 (3M; 4F) were teenagers.

27% votes belonged to those who did not want to recommend social media to anyone. They were a total of 20. Of these, 3, all males, voted from the age group 20-30, 5 (3M; 2F) from 31-40, 8 (5M; 3F) from 41-50 and 2 (1M; 1F) were aged above 50. 2, both males, were teenagers.

20.3% voters were not sure about recommending social media to anyone. They comprised of 14. 6 (1M; 5F) were from the age group 20-30, 5 (2M; 3F) from 31-40, 2 (1M; 1F) from 41-50 and 1 male aged above 50.

1.4% voters had certain conditions for recommending social media.

ANNEXURE **QUESTIONNAIRE**

1. Name:
2. Gender:
3. Age:
4. Are you present on social media?
 - Yes
 - No
5. How frequently do you spend time on social media?
 - Inactive
 - Seldom
 - Often
 - Addictive
6. What purpose do you use social media for?
 - Promotion
 - To kill time
 - To connect
 - To become more acquainted
7. On which of the following social networks are you present?
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ YouTube
 - ✓ WhatsApp
 - ✓ Snapchat

8. Which social network do you use the most?
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - WhatsApp
 - Snapchat

9. How would you best describe social media?
 - Addictive
 - Unproductive
 - Stress buster
 - Educative

10. In which of the following ways do you think social media is most impacting the society?
 - Killing productivity
 - Ahead of the game in connecting people
 - Smothering social skills
 - Educating people

11. What effect is social media having the most on youth?
 - Causing addiction
 - Inducing depression
 - Creating peer pressure
 - Educating them

12. Should teenagers/adolescents, according to you, have a presence on social media?
 - Yes
 - No
 - Maybe

13. Of the following, whom does social media, according to you, influence the most?
 - Children
 - Adolescents
 - Adults
 - Aged

14. How do you weigh the good and bad of social media?
 - More beneficial than harmful
 - More harmful than beneficial
 - Balanced

15. Are you of the opinion that social media is a blessing in disguise?
 - Yes
 - No
 - Maybe

16. Finally, would you recommend using social media to anyone not already on it?
 - Yes
 - No
 - Maybe

FINDINGS

The following were the findings of the study that is to the best of professional expediency as accurate as possible.

1. Majority respondents were aged between 20 and 30.
2. There was hardly anyone not present present on social media. Data shows that people across all age groups are present on social media, with users starting to decline from 40. However, even though users saw a decline, the research found plenty of users in forties and fifties. This was not what the researcher had anticipated.
3. It is observed that both males and females alike, from early teenage years to all the way up to the age of 40 often spend time on social media. Beyond this age, the frequency saw a decline. No teenagers were found to be using social media sporadically. Those who are inactive were mostly aged above 40.
4. Majority people use social media to connect with people and a large section of teenagers want to kill time. In other words, people aged between 13 and 30 used social media for purposes of connecting and killing boredom whereas middle aged people used it for productive purposes like promotion and getting more acquainted with the latest happenings.
5. Both Facebook and WhatsApp are the most used social networks for all ages. Instagram, YouTube and Snapchat are more popular among youth. Twitter is more used by middle aged men and women.
6. People aged 30 and above think social media is unproductive. People aged below 30 think that even though social media is addictive, it is a great stress buster. The same lot is of the opinion that it's also educative.
7. Both youth and the aged share the opinion that social media is killing productivity. A large section of teenagers think of it as an educative platform. However, middle aged respondents differed from the youth and presumed that it's smothering social skills of people.
8. Respondents in thirties and forties think that social media is inducing depression in teenagers whereas people across all age groups were of the opinion that it caused addiction in youth. Surprisingly, the youth themselves thought that it created peer pressure on them.
9. On asking people if social media is a good addition in a teenager's life, people from all ages were unclear including those in forties and fifties.
10. Adolescents ended up as the lion's share of votes when people were asked which age group social media affected the most.
11. The most bewildering take from the survey is that we found respondents having very conflicting views on social media. A large fraction of them thought that social media kills productivity and causes addiction and yet wanted to recommend it to others.
12. Many people see social media as a blessing in disguise, meaning a platform not as good as it may seem.

CONCLUSION

Everybody, or at least a very large section of the population is well aware of social media. From children to teenagers to middle aged people to the aged, it is noted that all of them use social media quite often for some purpose or the other. One can assume that it is very rare to find an inactive member of social media.

Most users were found to be in their twenties, thirties and forties. Also, different age groups use social media for different purposes. There are exceptions, however. Teenagers used it as something to get rid of boredom and in doing so, a few got addicted to it. Adults or people in thirties and forties were in favour of an approach that was more productive such as promotion and education and social interaction.

According to many users, social media harmed teenagers/adolescents more than anybody else. With its usage, they felt depressed, got addicted and felt pressure of trying to fit in. Some argued that it also educated them. Thus, it is safe to say that the biggest victims of social media are teenagers.

With regard to social media's overall impact on society, in reference to the findings, it can be said that people have very mixed and conflicting reviews on social media. While some think it can be an excellent addition to a person's life, others tend to disagree and assert that it is the opposite.

Similarly, some feel it kills productivity while others use it as a great stress buster. Likewise, there are also people who fall somewhere in the middle, who believe it's a mix of both good and bad. Hence, it's safe to say that there is no definitive statement on social media's experience and its aftermath or repercussions on us. This entirely depends on factors like purpose and frequency of use, age, society and the individual himself. Ruling social media a hit or a miss is a matter of how one uses it.

Thus, the study can conclude that the decision to derive social media's best benefits without falling prey to its ill effects....

solely rests with the user.

The logo for JETIR Bibliography is a shield-shaped emblem. At the top, the word 'JETIR' is written in a large, serif font. Below it, the word 'BIBLIOGRAPHY' is written in a smaller, bold, sans-serif font, underlined. The central part of the shield features a stylized flower or star shape composed of several overlapping petals in various colors: red, orange, yellow, green, blue, and purple. The entire emblem is surrounded by a decorative border of laurel leaves.

BIBLIOGRAPHY

The following are the sources of information links that have been used towards the preparation and completion of this report.

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3. <https://www.theodysseyonline.com/social-medias-impact-society>
4. [Google data and images related to Social Media and its impact on society & youth.](#)