Impact of Social Media on Youth: A Review

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Abstract

Life without the internet is unimaginable these days. From the last two decades, the internet has become such an innovation that it provides all the information an individual needs. Usage of social media has become an integral part of youth. Youth is dependent on social media to the extent that they can't take their hands off their devices. With the advent of social media networking sites, face-to-face interactions are affected. Excessive usage of social media has both negative and positive impact on youth. Based on literature available   this paper reveals that usage of social media has both positive and negative impact on youth.

Keywords- Internet, social media, youth, positive impact, negative impact.

I. INTRODUCTION

Social media is now primarily used by young people. Youth were able to establish social connections and networks through the use of social media. Nowadays, young people are becoming interested in lucrative electronic devices; They quickly become addicted because they are the largest purchaser of electronic goods and services. The use of social media has been found to have far-reaching and potentially harmful effects on youth's mental health and behaviour. There are both advantages and disadvantages to the current electronic age. The electronic age not only enabled younger people to work more efficiently, faster, and more effectively, but it also led to the emergence of a novel disorder among Indian youth. The ability to avoid being online to the point where it affects one's life, relationships, emotions, and studies, among other things, is referred to as behavioural addiction, and studies show that young people are more likely to become addicted to social media. This study aims to highlight the positive and negative effects of social media on young people.

II. OBJECTIVES OF THE STUDY

The main objective of the paper is to find out the positive and negative impacts of social media on youth on the basis of available literature.

III. METHODOLOGY

The paper is based on the review of the literature on the positive and negative impacts of social media on youth. Secondary data were collected from studies conducted in India and abroad.

POSITIVE IMPACTS OF SOCIAL MEDIA ON YOUTH

Here are some reviews of works of experts, academicians are presented which throws light on some positive aspects of social media.

Easy and quick medium of communication

Neelamalar M. and Chitra P. (2009) wrote an article on "New Media and Society- a study on the impact of social networking sites on Indian youth."

Researchers concluded that most college students are accessing the internet and computer in their lives. The major purpose is communicating with others and the main cause is that the internet or use of social media is much easier and quicker than traditional methods. Social networking sites are a very convenient way to communicate with others. And it is a very

accessible medium. Social networking sites are providing positive matters or information to the college students. So, college students are not only using social media but they are aware and conscious about it. Researchers suggested that every college student spare some time with their family and also communicate with each other.

Awareness on social issues

Shabnam, S. Maha, Mundhe S.D., published a paper on "Impact of Social Networking Sites (SNS) on the Youth."

They studied college students between the age group of 12 to 30 years to understand the level of consciousness on social issues. And how the youths are expressing their views on social networking sites like current issues, corruption, education, social activities, and various kinds of information about their personal issues etc. This research highlighted the connection of youth with social media and matters of social concern. They concluded that these sites are acting as a powerful tool for view mobilisation. Youngsters are raising their voice on social issues like violation of the education system, corruption, social problems, dowry problem, domestic violence, etc.

Jain Madhur Raj, Gupta Palak, Nitika Anand (2012) attempted to study on the "Impact of Social Networking Sites in changing mindset of youth on social issues- A study of Delhi- NCR youth".

In this study, researchers attempted to establish a connection between level of awareness among youth and social media. They found out that students are expressing their views, current updates, social issues like corruption, education, human rights, and other social problems. Social networking sites are providing various kinds of information regarding social issues, social activities. It gives the best platform for users for presenting their personal views. Researchers concluded that everyone is satisfied with using networking sites and they are using it for a positive purpose.

Helpful in academics

Manjunatha S. Written Paper on "Presenting usage pattern of SNS by the Indian college students."

In this research survey method was used. A sample survey of 500 college students from various colleges and universities in India was conducted. It was concluded that the majority of college students have access to the internet and use social networking sites for a large percentage of their lives. The major purpose of using these sites is to connect with others and for entertainment. The college students are using it for not only interacting but they are using it for academic purposes also. These sites are playing a very important role in society, and college students are using it in their academic activity.

Kuppuswamy Sunitha, Narayan B. Shankar, (2010) attempted to study on " The Impact of Social Networking Websites on the Education of Youth."

Researchers used a survey method and collected data through questionnaires. Researchers concluded that social media sites have negative as well as positive impact on their education depending on their interest. Most of the users are using it for education purposes. Students are using social media collecting data from their friends and teachers. It shows that social sites are playing both positive and negative roles but the major part shows it as a boon for students. It is the best medium for college students.

NEGATIVE IMPACTS OF SOCIAL MEDIA ON YOUTH

Addiction

Arora Shivani has written an article on "Social Networking : A study of Indian Youth". In this research, the main purpose of the study was to understand the impact of networking sites on the future of our country. For this, researchers selected respondents from age 17 to 23 years. 150 respondents were selected as a sample. Researchers concluded that social media has become part of life but it becomes very addictive for college students. It makes students physically and mentally disturbed. Suggestion is that social media should be used in a limited and proper manner.

Distraction from studies

Siddiqui Shabnoor, Singh Tajinder, have written an article on "Social Media its Impact with Positive and Negative Aspects". Survey method was used for this research. 100 respondents who were using social media sites were selected. Researchers concluded that social media has become a cause of distraction from studies. It decreases the productivity of everyone because social media users can't stay from it. Majority of college students are using social media for chatting and entertainment rather than studying. They are always distracted from their study and become addicted. Researchers suggested that everyone should use social media for a limited period and try to avoid it during study time.

Problem in face to face communication

Sheopuri Anuj, Sheopuri Anita, studied on the research paper of "Impact of Networking sites on studies". Researchers studied on student's behaviour and their academic performance. This research was conducted to know the popularity of social media among students. Descriptive method was used in this research. Researchers concluded that college students should understand the importance of classroom environment and face to face communication. It shows the wrong perception that social media sites have a negative impact on college students.

Rantai Arviana, Hamdan Muhammad Daniel and Hamid Siti Sawara Abdul have worked on the " Influence of Social Media in enhancing positive relationships among youth". This research focused on how youths are utilising the social with regard to building, enhancing and sustaining relationships. For this research, there are two types of research methodologies used that are qualitative and quantitative. Researchers concluded that in this research social media is responsible for increasing addiction in college students. It is also impacting their relationships when compared to previous generations who communicate on a more face-to-face basis.

Increase in mental health disorders

Chawda BL, Choksi RP, Choksi SB, Dari UT, Pawar AB, Bansal RK have written articles on "Addiction to social networking websites and its effect on life course of college going students in Surat city". In this study, researchers used cross-sectional field based study. 300 college students were selected from various colleges of Surat city on the basis of purposive sampling. All the respondents belonged to the age group 19 to 24. Pre-tested and structured questionnaire was used. The networking sites are part and parcel of the lives of youth, the life stage of creativity, exploring of social and cultural life innovation, physical activity, cheerfulness, shaping of personality and social skills etc. seems to be eroded by the evil in the form of networking sites. Majority of the users are addicted to these sites. Mental health disorders have increased among youth because of social media.

IV. RESULTS AND DISCUSSION

The findings of the reviewed literature bring out the following points:

1. Social networking sites are providing positive matters or information to the college students. So, college students are not only using social media but they are aware and conscious about it. Researchers suggested that every college student spare some time with their family and also communicate with each other.
2. It is observed that social media sites are acting as a powerful tool for view mobilisation. Youngsters are raising their voice on social issues like violation of the education system, corruption, social problems, dowry problem, domestic violence, etc.
3. The college students are using social media not only for interacting but they are using it for academic purposes also. These sites are playing a very important role in society, and college students are using it in their academic activity.
4. Social networking sites are providing various kinds of information regarding social issues, social activities. It gives the best platform for users for presenting their personal views. Youth is satisfied with using networking sites and they are using it for a positive purpose.
5. Students are using social media collecting data from their friends and teachers. It shows that social sites are playing both positive and negative roles but the major part shows it as a boon for students. It is the best medium for college students.
6. It is observed that social media has become part of life but it becomes very addictive for college students. It makes students physically and mentally disturbed. Suggestion is that social media should be used in a limited and proper manner.
7. Majority of college students are using social media for chatting and entertainment rather than studying. They are always distracted from their study and become addicted. Researchers suggested that everyone should use social media for a limited period and try to avoid it during study time.
8. It is concluded that social media is responsible for increasing addiction in college students. It is also impacting their relationships when compared to previous generations who communicate on a more face-to-face basis.
9. The networking sites are part and parcel of the lives of youth, the life stage of creativity, exploring of social and cultural life innovation, physical activity, cheerfulness, shaping of personality and social skills etc. seems to be eroded by the evil in the form of networking sites. Majority of the users are addicted to these sites. Mental health disorders have increased among youth because of social media.

V. CONCLUSION

In conclusion, it depends on how young people see social media and whether they like it or not. Youth self-esteem can be boosted by informing them of their own value and maintaining social connections with friends, family, and acquaintances through social media. The path to their skill development is not far away if the youth can recognize the pessimistic aspect and socio-psychological issues of social media and use them to develop their self-identity.

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