



IMPACT OF SOCIAL MEDIA ON YOUTH

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ABSTRACT

The rapid growth of social media has significantly reshaped the lives of young people, influencing their communication, behavior, and overall development. This study explores the multifaceted impact of social media on youth, highlighting both positive and negative dimensions. On the positive side, social media platforms provide opportunities for self-expression, access to information, social connectivity, and skill development. However, excessive use has been associated with challenges such as addiction, decreased academic performance, cyberbullying, reduced face-to-face interactions, and mental health concerns including anxiety and low self-esteem. The paper emphasizes the dual role of social media as both a tool for empowerment and a potential source of risk. It concludes that a balanced approach encouraging responsible use, digital literacy, and parental as well as institutional guidance is essential to maximize the benefits while minimizing the adverse effects on youth.

KEY WORDS: Social media, social connectivity, skill development, face-to-face interactions.

I.INTRODUCTION

In the modern digital era, social media has become an integral part of everyday life, particularly for the younger generation. Platforms such as Facebook, Instagram, Twitter, and YouTube have transformed the way youth communicate, share ideas, and express themselves. Social media provides opportunities for global connectivity, self-expression, learning, and entertainment. However, its rapid growth has also raised concerns about its influence on the mental, emotional, and social development of young people. Issues such as reduced face-to-face interaction, cyberbullying, addiction, and the pressure to conform to unrealistic standards often emerge as negative consequences. At the same time, social media can empower youth by enhancing creativity, promoting awareness, and offering new educational and career opportunities. Therefore, understanding the impact of social media on youth is essential to evaluate both its positive contributions and its potential risks to personal well-being and societal growth.

II. PROBLEM STATEMENT

The purpose of this study was to determine how social media affects youth education from a variety of perspectives, including social life, political awareness, religious practices, educational learning, trend adoption, sports activities, and more.

III. REVIEW OF LITERATURE

Any research project must include a literature review since it gives a thorough summary of the body of information already in existence and points out any gaps that the current study seeks to fill. The literature review provides insights into the academic discourse surrounding a particular topic by critically synthesizing the body of current research.

It lays the groundwork for comprehending the current state of knowledge by highlighting important theories, approaches, and findings. It also draws attention to areas of agreement, disagreement, and gaps.

In addition to placing the study in a larger academic framework, a well-written literature review highlights the need for additional research.

The literature review's main goal is to examine previous studies on the relevant research topic and find information pertinent to the research question or gap.

Vijay Kallapa Gheji (2017),

Using a snowball sampling technique, the researcher chose 30 participants from each institution spread across 12 talukas in Kolhapur District, for a survey of 300 respondents.

Most responders were between the ages of 18 and 20.

The majority of college students regularly use social networking sites, with Facebook and WhatsApp being the most widely used platforms, according to the research.

There is reduced use of other websites like YouTube, Instagram, Twitter, and Orkut.

According to the report, 70.60% of participants mostly utilize these platforms to maintain relationships with their loved ones.

Furthermore, a large number of respondents use social networking sites for three to five hours every day, with some spending more than five hours.

According to the results, 73.61% of participants think that using social networking sites excessively has a detrimental effect on their physical activity.

IV. OBJECTIVES

1. To study how social media affects the communication skills of youth.
2. To examine the influence of social media on youth's education and learning.
3. To identify the positive effects of social media on creativity and knowledge sharing.

4. To analyze the negative impact of social media on youth's mental health.

V.METHODOLOGY OF THE STUDY

Data collection

Primary data

Primary data refers to the information that is collected first-hand by a researcher directly from original sources for a specific purpose. It is gathered through methods such as surveys, interviews, observations, experiments, and questionnaires. Since primary data is collected directly from respondents, it is highly reliable, relevant, and specific to the research problem being studied. However, collecting primary data often requires more time, effort, and resources compared to secondary data. Despite these challenges, primary data is valuable because it provides fresh insights and accurate information tailored to the objectives of the study.

Secondary Data

Secondary data refers to information that has already been collected, processed, and published by someone else for purposes other than the current research study. It is typically obtained from sources such as books, journals, government reports, company records, online databases, and previous research studies. Using secondary data can save time and resources because the data is readily available, and it can also provide a broader context for the research by offering historical trends or comparative insights.

Design of the study

The descriptive research was conducted by using the procedure survey method and it is a one form of methodology in social sciences studies.

Populations

The population of the study contains on youth of Mahabubnagar District.

Sample

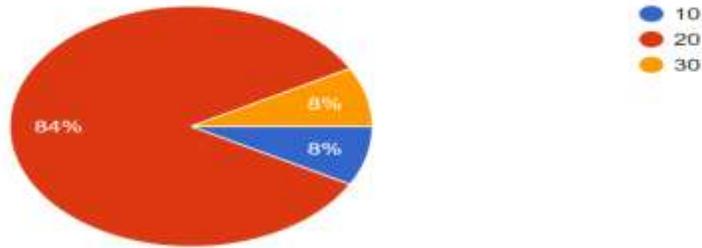
The study does not include entire population because time required is more to find the perfect picture. Therefore the study will survey a particular area that is Mahabubnagar District.

Sample size

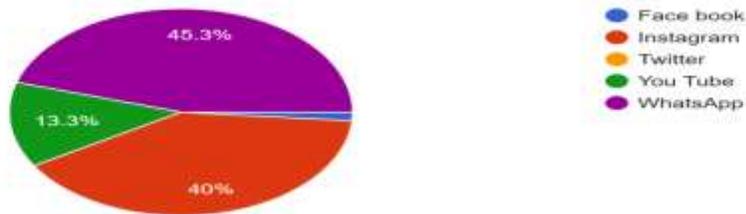
This study will cover the option of 100 respondents, to find out the impact of social media among the youth at Mahabubnagar District. The student will be asked to fill the questionnaire based on their knowledge.

V.DATA ANALYSIS AND INTERPRETATION

1. How old are you
75 responses



2. Which social media platforms do you use?
75 responses



Here the question asked which social media platforms do you use, where the 45.3% people told WhatsApp and 40% people told Instagram. In this survey most of the people age is 20 years and above.

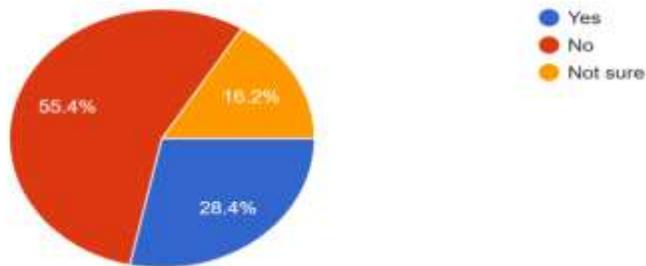
3. How often do you use social media
75 responses



Here the question asked how often do you use social media, where the 34.7% people told 1-2 hours per day, 32% people told less than 1 hour per day and 17.3% people told 2-4 hours per day.

4. Do you feel addicted to social media?

74 responses



Here the question asked do you feel addicted to social media, where the 55.4% people told No and 28.4% people told Yes remaining 16.2% people told Not sure.

5. Which negative impacts (if any) have you experienced due to excessive social media usage?

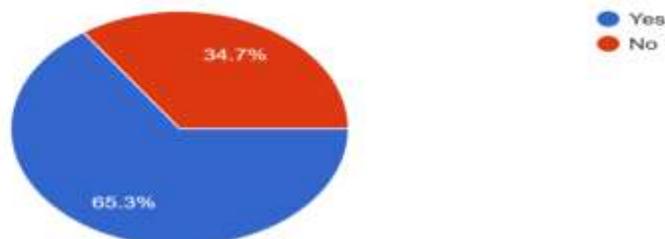
75 responses



Here the question asked which negative impacts has you experienced due to excessive social media usage, where the 36.7% people told sleep disturbance 31.6% people told increased stress and 15.2% people told negative body image.

6. Are you aware of the privacy settings available on social media platforms?

75 responses



Here the question asked are you aware of the privacy settings available on social media platforms, where the 65.3% people told Yes and 34.7% people told No.

7. Which positive impacts (if any) have you experienced due to social media usage

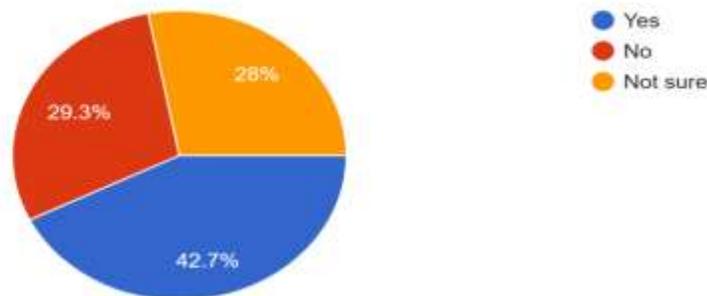
75 responses



Here the question asked which positive impacts have you experienced due to social media usage, where the 41.3% people learning new skills/knowledge, 21.3% people told information dissemination, 16% people told creative expression and 14.7% people told enhanced communication.

8. Do you think social media usage affects your mental health?

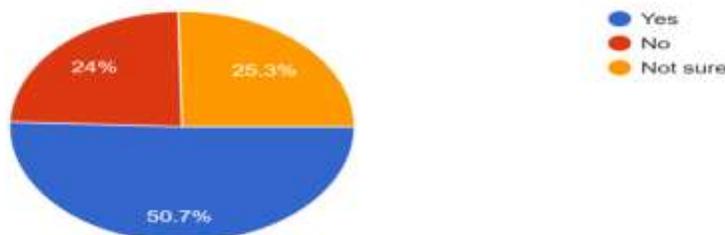
75 responses



Here the question asked do you think social media usage affects your mental health, where the 42.7% people told Yes and 29.3% people told No remaining 28% people told Not sure.

9. Do you think social media has improved your overall quality of life?

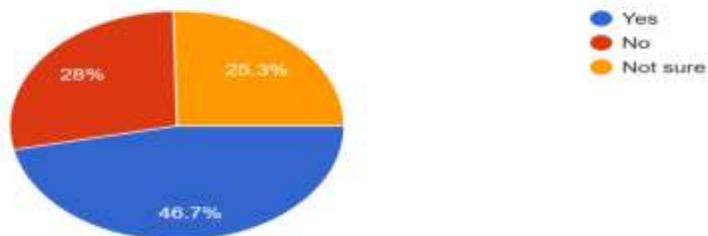
75 responses



Here the question asked do you think social media has improved your overall quality of life, where the 50.7% people told Yes and 25.3% people told Not sure and 24% people told No.

10. Do you think social media promotes a distorted version of reality?

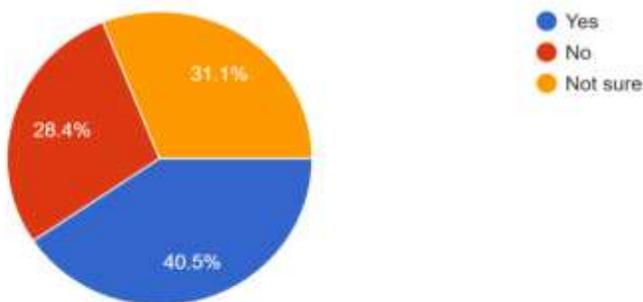
75 responses



Here the question asked do you think social media promotes a distorted version of reality, where the 46.7% people told Yes and 28% people No remaining 25.3% people Not sure.

11. Do you think social media has impacted your productivity negatively?

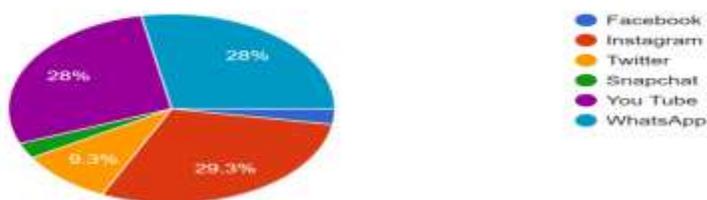
74 responses



Here the question asked do you think social media has impacted your productivity negatively, where the 40.5% people told Yes and 28.4% people told No remaining 31.1% people told Not sure.

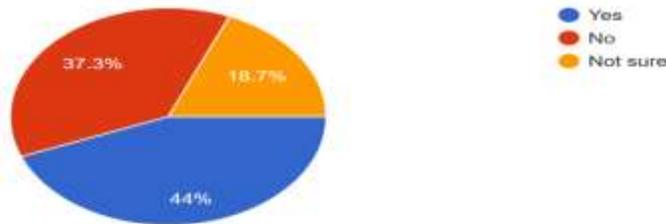
12. Which social media platforms do you think have the most positive impact on society?

75 responses



Here the question asked which social media platforms do you think have the most positive impact on society, where the 29.3% people told Instagram and least of 9.3% people told Twitter.

13. Do you feel pressured to present a perfect image/lifestyle on social media?
75 responses



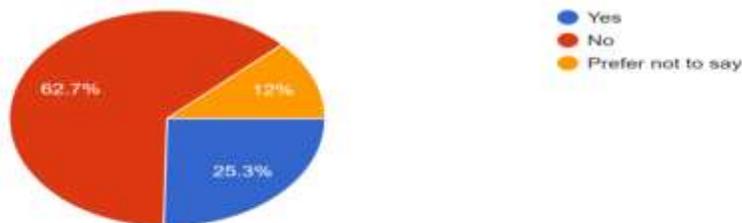
Here the question asked do you feel pressured to present a perfect image on social media, where the 44% people told Yes and 37.3% people No remaining 18.7% people told Not sure.

14. Which social media platforms do you think have the most negative impact on society?
75 responses



Here the question asked which social media platforms do you think have the most negative impact on society, where the 44% people told Instagram and 10.7% people told Face book and Snap chat.

15. Have you ever faced cyberbullying or online harassment on social media?
75 responses



Here the question asked have you ever faced cyber bullying or online harassment on social media, where the 62.7% people told No and 25.3% people told Yes.

VI.CONCLUSION

This researcher conducted a survey with seventyfive youth. Every participant actively answers his questionnaire. The average age ranges that this researcher interviewed were 10-30 years old.

In this case, students made up the bulk of responders, with members of various employee groups making up a smaller percentage. The researcher suggests some actions to steer social media in the proper direction and use social media in a way that is suitable and beneficial for its users after reviewing all of the findings and discussing the conclusions drawn from the data that was gathered. Youth who use social media responsibly can i

improve their academic careers, acquire new skills, adopt new fashion and anthropological trends, and live better lives.

VII. REFERENCES

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