



# THE EVER-EXPANDING SOCIAL MEDIA EFFECTS ON THE YOUTHS OF MUMBAI

*Research Guide: Assistant Professor Pooja Upadhyay, TCSC*

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## Abstract:

Today India is in the digital age, we are all connected with the technology at our fingertips with the rapid advancement of technology and innovative devices. In the 21st century, we have all started connecting our lives to the technology around us. Because of such technologies, there is a lot of human interaction with each other using social media platforms like WhatsApp, Facebook, Instagram, Telegram, Snapchat, YouTube, etc. and some of the platforms we often use to interact. The great social network becomes the personal social dashboard that is at the center of people's lives. Human relationships will no longer be physically dependent, and we will befriend people from all over the world and from all walks of life. In a way, social media is a blessing to people today and a curse to some people. If we only look at the positive side of usage, we cannot overlook the negative side like cyberbullying. The most common type of harassment, spreading harsh or hateful comments on others post, spreading false rumors or secrets, and many more. These harsh comments affect a teenager's mental well-being, which is slowly preventing them from trusting people in today's real world. These activities can cause psychological problems for the human mind and can cause depression and anxiety in people. They prefer to interact online rather than in the real world, which is starting to attach them to a certain limit. Being online and scrolling through different apps throughout the day has kept them socially isolated. Social media helps individuals to nurture their personality and help them develop and grow. Teens and people can grow on social media if treated with care and maturity. It's high time we stopped abusing social media and used it responsibly.

## Purpose:

The main purpose of the research paper is to know the impact of social media on youth and the impact of social media in relation to youth cyberbullying.

## Research Methodology:

To provide the research to know the impact of social media and human interactions among the youth. The research is conducted on the basis of Primary Data through the Data sampling method which was convenient and random between all the age group people of Mumbai.

## Findings:

As per the survey conduct and the responses we have received by the audiences, we have noticed both the positive and negative side of social media on the youth. Teens have engrossed themselves so much into social media that it is slowly on the verge of affecting their mental health.

## Conclusion:

The basic purpose of this research was to know what impact social media has made in today's world. The outcome that we have reached to is that there are still people who are dealing with cyberbullying and are facing backlash in today's time. Cyberbullying hasn't stopped.

**Keywords:** Cyberbullying, Human, social media, Technology, Youth

## I. Introduction

Today we are living in a 21st Century also known as the period of technology where everyone is getting converted into a Digital lifestyle. The main reason behind this advance tech is social media. On an average the usage of social media done by a youth is a minimum of 4-5 hours where the youth is addicted to social media and uses it on a daily basis for entertainment or for Knowledge gaining. This separates the people from the real world to get more involved in the reel world. This can affect their mental health, which can cause them stress, anxiety and depression. Which in the end results in loss of interest in activities, slowly trying to become an introvert person. This is not a good sign for people. Its high time people should start spending their valuable time by meeting new people, making bonds that are out of social media. One of the native reasons that social media is addictive is due to the diversified Social Platforms like Instagram, Facebook, WhatsApp, YouTube, Telegram, Twitter, Reddit, Snapchat are social platforms used by the Youth. Due to so many platforms youth get Vast Content to use from so many platforms and they can use it as per their requirement and Choice. Social media provides a source of content and makes everyone connected to each other to any part of the world due to the technology there is increased communication among each other. Social media has its all-pros and cons. Hence social media plays a major role in youth's life to upgrade themselves to gain knowledge.

## II. Review of Literature:

The authors of this review are **W. Akram, R. Kumar** this study was published on 30<sup>th</sup> October 2017 with all rights reserved. W. Akram, R. Kumar examined the Impact of social media on Medical and Health, with positive and negative effects. Impact of social media on Business Society with positive and Negative effects. Impact of social media on Education with positive and negative effects. Impact of social media on Society with positive and Negative effects. Impact of media on teens and kids with positive and negative effects. In this way they have provided all the aspects of social media in different scenarios with their effects.

The authors of the Research are **Ashish Kumar Tamrakar & Somanchi Hari Krishna**; this study was published in August 2022. Ashish Kumar Tamrakar & Somanchi Hari Krishna examined the Importance of Investigation. Impact of social networking sites on individuals' health. Social interaction with social networking sites. Positive and Negative effects of social media on society.

## II. Objective:

1. To understand the Purpose of social media in one's life.
2. To make people aware about the social platforms to improve standard of living
3. To prevent disclosure of personal information
4. To understand the Positive and Negative impact of social media on the Youth

## III. Limitations:

1. Time of the study: The time consumed for this research was limited to a span of 12 days.
2. Geographical Area: This research was conducted in the various colleges of Mumbai among all the various departments of commerce. This research was limited to Mumbai only for convenient data

## IV. Research Methodology:

- 1) **Population and Sample Sampling Method:** Probability Sampling method was adopted which was convenient and random. Respondents were contacted by sending Google Forms on social apps like WhatsApp and Instagram.
- 2) **Sample Size:** All over 150 respondents from various colleges have responded.
- 3) **Data and Sources of Data Sources:** The data for the study has been collected through Primary Data and Secondary Data. Primary Data was collected through surveys to which the audience has responded. Secondary Data has been collected from websites, books, and other sources.

- 4) **Data Analysis:** The Narrative analysis has been presented in the form of frequency and percentage. This analysis was done through a survey.

5) **Data Analysis and Interpretation:**

**Table No.1 Profile of the Respondents**

Parameters	Category	Frequency	Percentage
<b>Age Category</b>	Below 20 years of age	143	94.10%
	21 - 40 years of age	8	5.30%
	41 - 60 years of age	1	0.70%
	60 years of age & above	0	0.00%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>
<b>Occupation</b>	Student	150	98.70%
	Entrepreneur/ Businessman	1	0.70%
	Service Job	0	0.00%
	Housewife	1	0.70%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>

(Source- Primary Data)

**Data Interpretation and Findings:**

As per responses received, out of 152 responses, 150 (98.7%) of the respondents are students from various colleges across Mumbai, 1 response is received from an entrepreneur and 1 response is received by a housewife. Responses were gained from all various departments of Commerce. As per responses received, out of 152 responses, 143 responses are received below the age group of 20 years of age, 8 responses are received for the age group 21-40, 1 response is received for the age group between 41-60.

**Table No.2 Categories of people on social media and the most used App**

Parameters	Category	Frequency	Percentage
Social Media Apps Active	WhatsApp	119	78.30%
	Instagram	131	86.20%
	Facebook	11	7.20%
	Snapchat	75	49.30%
	Telegram	24	15.80%
	Twitter	16	10.50%
	YouTube	73	48%
	<b>Total Respondents</b>	152	100%
Are your Social Media Accounts Private?	Yes	130	85.50%
	No	22	14.50%
	<b>Total Respondents</b>	152	100%
Types of People on Social Media	Introvert	42	27.60%
	Extrovert	11	7.20%
	Omnivert	52	34.20%
	Ambivert	47	30.90%
	<b>Total Respondents</b>	152	100%

(Source- Primary Data)

**Data Interpretation and Findings:**

As per the responses received, out of 150 responses, 130 responses state that teens have highly involved themselves on Instagram (86.7%) which keeps them distracted always. This high percent of number is pulling the teens towards a downfall which later results in mental health issues, 117 responses are active on WhatsApp, 74 responses are active on Snapchat, 73 responses are active on YouTube, 24 responses are active on Telegram, 16 responses are active on Twitter, 11 responses are active on Facebook. As per the responses received, out of 150 responses, 130(85.50%) people have private social media accounts whereas 22(14.50%) people have kept their accounts open towards the public. As per the responses received, out of 150 responses, 52 responses are Omnivert which is a combination quality of introvert and extrovert. 47 responses are Ambivert which is somewhere between introvert and extrovert, 41 responses are Introvert, and 11 responses are Extrovert. We can see that slowly people are choosing to become an Omnivert which is not a good sign at all. Looking to the past few years before social media, people were enjoying their Extrovert time.

**Table No.3 Time spent and Posting pictures on social media**

Parameters	Category	Frequency	Percentage
Time spent on social media	Below 3 hours	81	53.30%
	Up to 5 hours	59	38.80%
	Up to 8 hours	9	5.90%
	More than 10 hours	3	2%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>
Picture Posting sessions	Daily	5	3.30%
	Once in a month	32	21.10%
	Once in a week	4	2.60%
	3-4 times a week	3	2%
	Rarely	108	71.10%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>

(Source - Primary Data)

**Data Interpretation and Findings:**

As per the responses received, out of 152 responses, 81 responses spend time below 3 hours, 59 responses spend up to 5 hours daily on social media which affects mental well-being of a person, as to their thinking limits, 9 responses spend up to 8 hours daily which is a back moment for them as they have been addicted to social media and their thinking power stops, lastly 3 responses spend more than 10 hours a day which means they have set their priorities more towards social media rather to their upcoming future goals. As per the responses received, out of 152 responses, 5 responses depict that they post daily their pictures online on social media, 32 responses depict that they post once in a month, 4 responses depict that they post once in a week, 3 responses depict that they post 3-4 times in a month and lastly 108 responses depict that they post their pictures rarely, which is a good sign as to we know that how can our pictures be misused.

**Table No.4 Cyberbullying and Its Effects**

Parameters	Category	Frequency	Percentage
Experienced Cyberbullying	Yes	120	78.90%
	No	32	21.10%
	<b>Total Respondents</b>	<b>152</b>	<b>100.00%</b>
Effect of social media	Positive Effect	125	82.20%
	Negative Effect	27	17.80%
	<b>Total Respondents</b>	<b>152</b>	<b>100.00%</b>
Effects of Cyberbullying on mental health	Very Strongly	7	4.60%
	Strongly	21	13.80%
	Moderately	44	28.90%
	Averagely	41	27.00%
	Not at all	39	26%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>

(Source - Primary Data)

**Data Interpretation and Findings:**

As per the responses, out of 152 responses, 120 responses state that they haven't faced cyberbullying which is a good sign but 32 responses state that they have faced cyberbullying. People need to understand that coping up with cyberbullying is very hard. As per the responses received, out of 152 responses, 125 responses define positive effect of social media towards the youth and 27 responses define negative effect of social media. Social media is a boon and a curse. Positive effects include e-learning, knowledge gaining, and being open towards new people around themselves. Negative effects include cyberbullying, hacking, and harsh comments. As per the responses received, out of 152 responses, 44 responses are moderately being affected by social media, 41 responses are averagely being affected, 39 responses are not all being affected, 21 responses are strongly being affected which is a harm and 7 responses very strongly agree that social media has taken over their mental health which results in problems like stress, anxiety and depression.

**Table No.5 Privacy Settings and Incidents Faced**

Parameters	Category	Frequency	Percentage
Apps that provide best privacy settings	WhatsApp	103	67.80%
	Instagram	64	42.10%
	Facebook	5	3.30%
	Snapchat	46	30.30%
	Telegram	14	9.20%
	YouTube	31	20.40%
	Twitter	5	3.30%
	<b>Total Respondents</b>	<b>152</b>	<b>100.00%</b>
Do you think social media leaks your	Yes	94	61.80%
	No	58	38.20%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>
Incidents faced by Cyberbullying	Harsh comments	22	15%
	Hacking	17	11.20%
	Others	15	9.90%
	Not at all	98	64.50%
	<b>Total Respondents</b>	<b>152</b>	<b>100%</b>

(Source - Primary Data)

**Data Interpretation and Findings:**

As per the responses, out of 152 responses, 103(67.80%) responses think that WhatsApp provides best privacy settings, 64(42.10%) responses think that Instagram provides best privacy settings, 5(3.30%) responses think that Facebook provides best privacy settings, 46(30.30%) responses think that Snapchat provides best privacy settings, 14(9.20%) responses think that Telegram provides best privacy settings, 31(20.40%) responses think that YouTube provides best privacy settings, and lastly 5(3.30%) responses think that Twitter provides best privacy settings. As per the responses, out of 152 responses, 94(61.80%) responses say that Yes social media leaks our information publicly which is not a good thing as anyone can misuse our information for their own benefit, 58(38.20%) responses think that social media does not leak our information publicly. As per the responses, out of 152 responses, 22(15%) responses face harsh comment negativity which in the back of the mind keeps them thinking about what they posted, 17(11.20%) responses faced hacking, 15(9.90%) responses have faced other situations and lastly 98(64.50%) responses have not faced cyberbullying at all which is a good sign as to overcoming such hatred has become difficult for a people. They stop interacting and trusting people.

## V. Conclusion:

As technology is advancing and developing day to day, social media has become a day-to-day routine for people. Social media is slowly becoming an addiction for people. As we see teens start their mornings with checking out their texts, notifications and much more. As we see after the survey, social media has been a blessing and a barrier too. Instagram has taken the limelight now. People think posting their minute details or posting stuff would make them gain popularity but in return some people get hatred. In today's time, engaging ourselves too much on social apps has become our loss as we lower our thinking speed which affects our studies too. We start avoiding other things and keep ourselves busy on social media. It's high time now that teens stop overusing social media and develop different interests towards other activities which will bring them happiness and would be calming rather than being involved in social media and thinking about the harsh comments or hatred they have got. For some people who use it wisely, it has become a blessing as to who wants to develop certain skills, or things which inspire them to push themselves forward to do certain activities which are beneficial for them. People have stopped being extroverts and have developed new categories like Onnivert and Ambivert. Looking into the past few years before social media, people loved being an extrovert and performing their favorite activities. We must engage on social media but to a certain extent which in return investing time is also beneficial for us. Let's forget the social mirror and move our step towards the real-world mirror.

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