

A study on impact of social media over youth of india

Abhani Dhara K

Assistant Professor

N.J.Sonecha management and technical institute, Veraval

Abstract - Social media is becoming necessity in today's era. It plays a vital role in our daily life. No one can separate self from its influence. It's been always interesting one to know the impact of it over the young generation of India. This paper focuses mainly over it and for that purpose I framed a structured questioner through Google form. Questions were mainly like; social media is helpful for education purpose; for privacy propose; for knowledge purpose etc. I got total 36 responses out of that 88.9% believe that social media can prove helping hand for education. Daily 55.6% spend 1 to 2 hrs on social media. 57.1% were agreed that social media affets their social life. 38.29% believe it kills the time of youth. 52.8 % had opinion that social media makes youth the intelligent. 50.2% feels social media is useful for betterment of society.

Key words - Social media, youth, society, education, knowledge, positive impact etc

Introduction

Imagination of world with internet facility is just next to impossible today. Now a day's spread of social media is as speedily increasing as it can never be in the past. Wide span of social media creates a question in our mind, how they impact to the youth?

There may be difficult for one to give the answer of this question. But detail survey and analysis of pros and cons makes it easy to give this answer at some extent.

Positive sides of social media

- Sharing of ideas, information , knowledge is become easy
- It gives the opportunity to make new friends and get attach with old one.
- It's very easy to advertise or promote any of the product at wide scale.
- It can be the platform for showing the talent of the person. For example apps like Tik Tok
- Online communication or we can say virtual team work is become easy.
- It become easy to learn the new things like cooking tips, yoga tips, learn meditation etc.

Dark side of social media

- No formal laws, rules, regulations are there to control anti social activities.
- It separates a person from the personal touch with society.
- People become more materialistic.
- It spreads rumours in most speedily ways.
- Sometimes sharing the personal information can become the problem for the person.
- Sometimes some continual flow of data becomes the reason of the mental breakdown.
- Youth are spending more time with social media than their family and friends.
- People became social media addicted, that separate their concentration from other tasks.
- Depression is most common illness now days.
- It's a quite easy for criminals to trace anyone's location

Literature Review

Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra had studied A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH in May 2017. They presented paper in "International Journal of Current Research". The study was conducted in and around Dharwad district of Karnataka. Random sampling method was used for the study. The total sample size was 50 including both boys and girls. The collected data were tabulated, analyzed by using frequency, percentage, index and correlation. Most of the respondent were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male followed by 36.00 percent were female. Most (64.00%) of the respondents were studying graduation followed by PUC and diploma (36.00%).90 percent of respondents use internet for doing assignment and searching class notes. Next most of 74 percent of respondents are used to download lot of music, videos and movies from the internet. Majority 70 percent of respondent love watching videos whenever connected to internet followed by 68 percent of respondents is addicted to online games. Large majority 60 percent of respondents opined that they use social media like Facebook, Twitter, Instagram and WhatsApp to upload videos and photographs.

Shabnoor Siddiqui and Tajinder Singh from Raipur, India had done the study on “Social Media it’s Impact with Positive and Negative Aspects” the paper was presented in International Journal of Computer Applications Technology and Research in the year 2016. For their study they analyzed the impact of social media on various fields like education, business, society, youngsters etc. In the conclusion area they had added some statements like, As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day, Business uses social media to enhance an organization’s performance in various ways such as to accomplish business objectives, Youngsters are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively, false information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people’s privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. At last their key conclusion is Use of social media is beneficial but should be used in a limited way without getting addicted.

Annapoorna Shetty, Reshma Rosario, Sawad Hyder had studied the impact of social media on youth on October 2015. Their objectives were to understand the awareness level of usage of different social networking sites, to search level of trust over information received from social media, to understand various problem of it and to check behaviour of youth towards social media. For the study they were asked 100 respondents to fill up the questioner. By asking various questions like necessity, positivity, helpful in education, helpful to get knowledge etc they derive to conclusion that if social media use in positive manner then it can develop youth’s career, skill, life style and so on.

Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe had studied AN IMPACT OF SOCIAL NETWORKING SITES ON YOUNGSTERS in December 2014. Their objectives were To understand the awareness level of usage of different social networking sites, To study the type of social issues discussed over social networking sites, To find out the relevance of information received from social networking sites, To know the impact of social networking sites on youngsters. For the study purpose they use questioner. Their conclusion was Social Networking sites are very popular among the youths with the majority of them stating that They are active members of social networks.

Research Methodology

The method used in this paper is descriptive analysis. I have prepared the Google form to take the response from respondents. For that purpose I framed a structured questioner in Google forms and take the online views over different topics of social media.

Objective of the study

My objectives for choosing this topic to study are as follows:

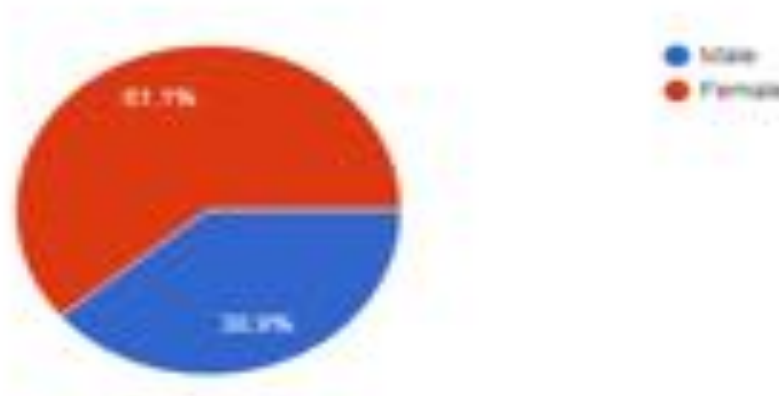
- ✓ To get the awareness about the impact of social media.
- ✓ To clear the results regarding the positivity or negativity of social media
- ✓ To know the extent of usage of social media
- ✓ To know the most important reason of using the social media.

Data Interpretation

The interpretation of data gathered from Google forms, are as follows.

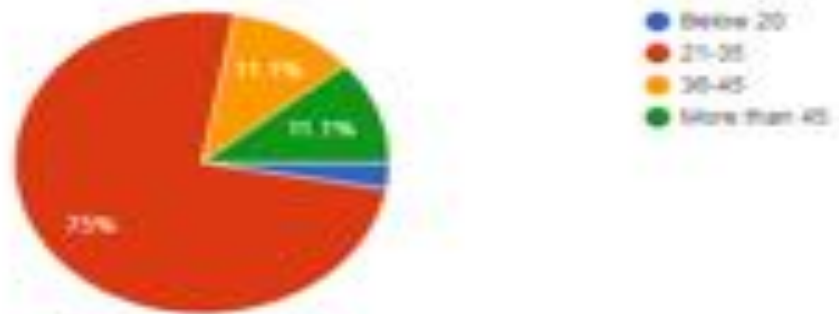
Your Gender

33 responses



Your Age

36 responses



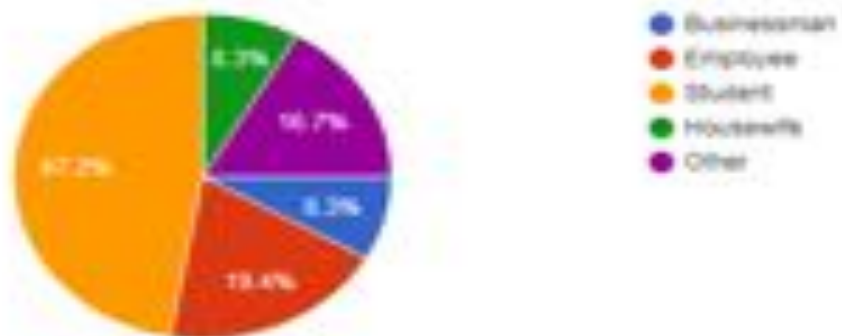
Your education

36 responses



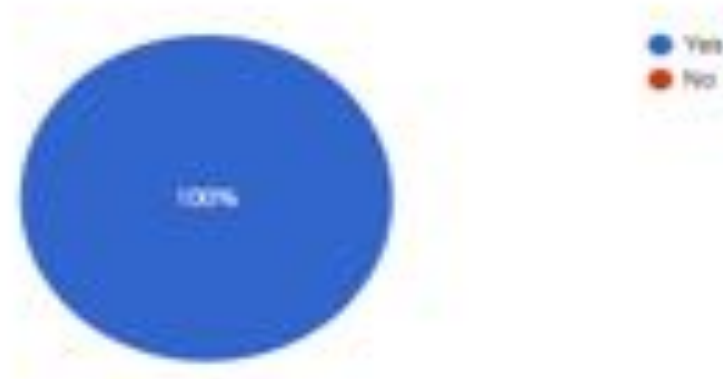
Your occupation

36 responses



Do you use social media?

26 responses



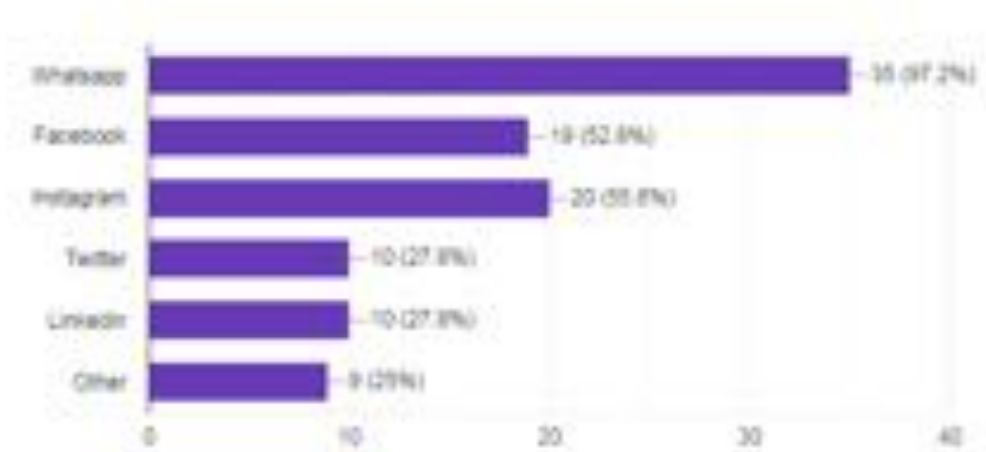
From how many years you are using social network sites.

26 responses



Which form of social media you use most?

36 responses



Do you think social media is helping hand for education purpose also?

36 responses



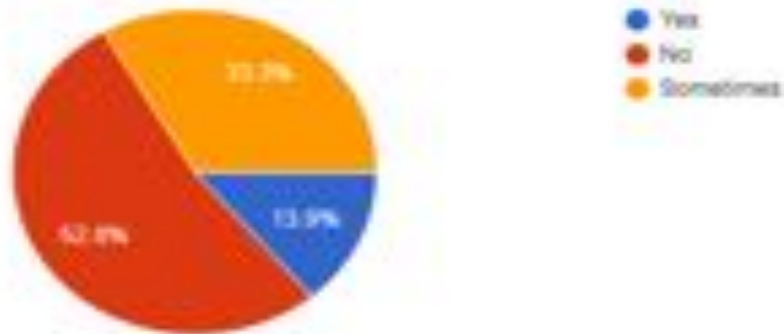
On an average how much time you are spending daily on social media ?

36 responses



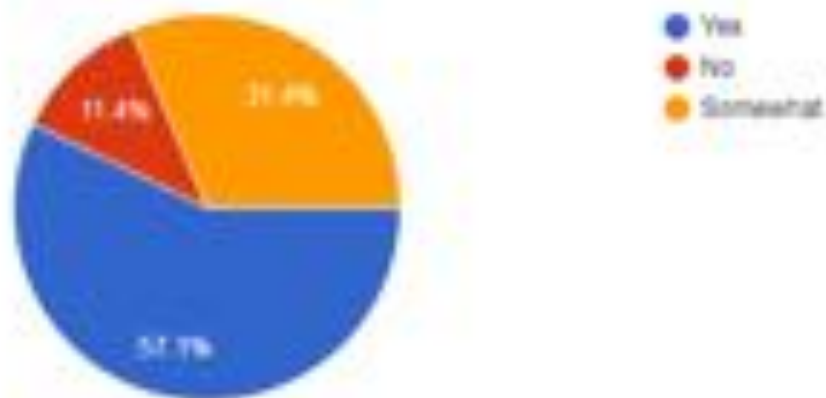
Do you accept strangers friend requests whom you don't know?

35 responses



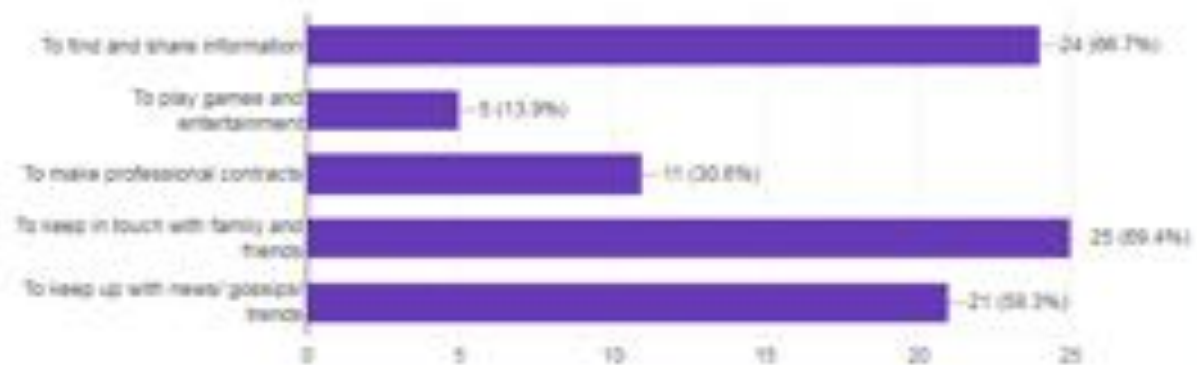
Does online networking affects your social life?

35 responses



What is your purpose for using social networking site? (You can tick more than one)

35 responses



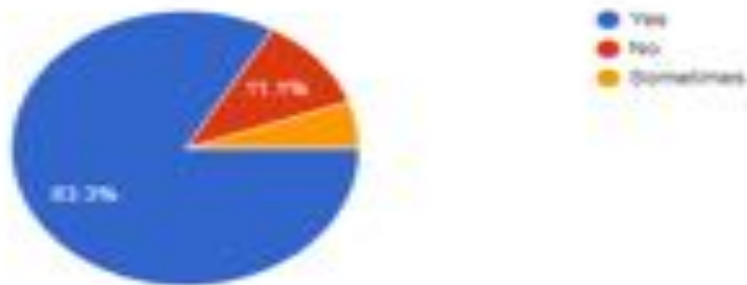
Which benefits you gain personally by using social media? (You can tick more than one)

35 responses



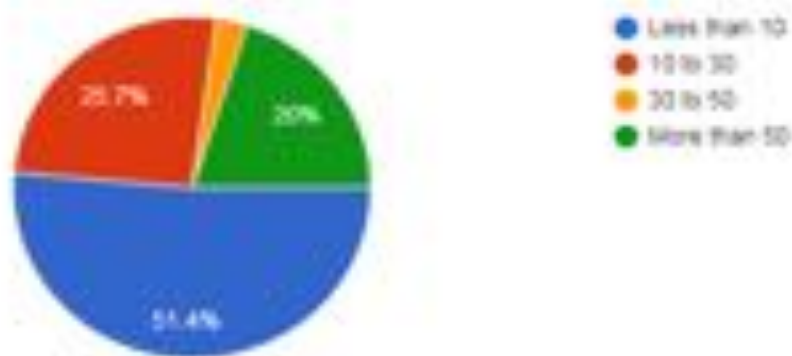
Do you believe that social media reminds you the birthdays/ anniversaries of your relatives?

35 responses



New Contacts generated from social networking sites

35 responses



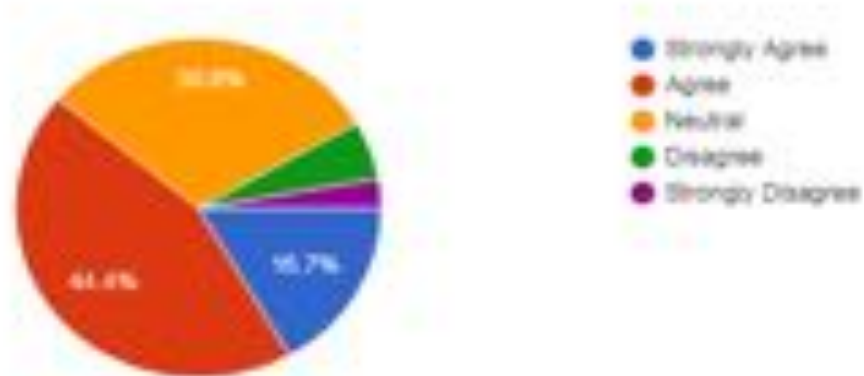
Do you think privacy maintenance is easy in social media?

36 responses



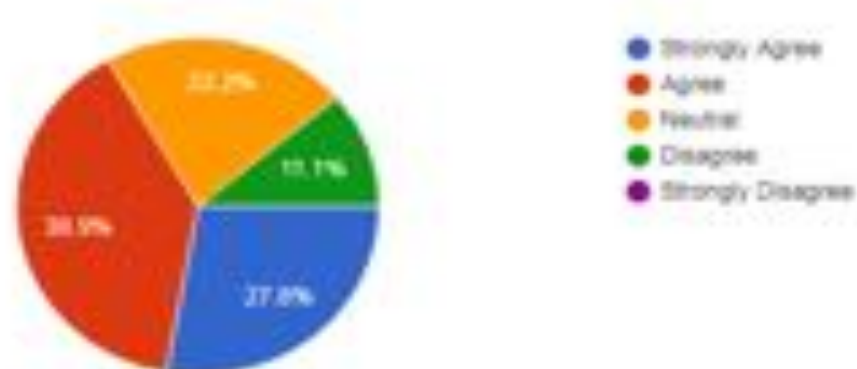
Social media is having positive impact on youth.

36 responses



Social media is becoming the hobby of youth that kills their time

36 responses



Social media has made this generation more intelligent.

36 responses



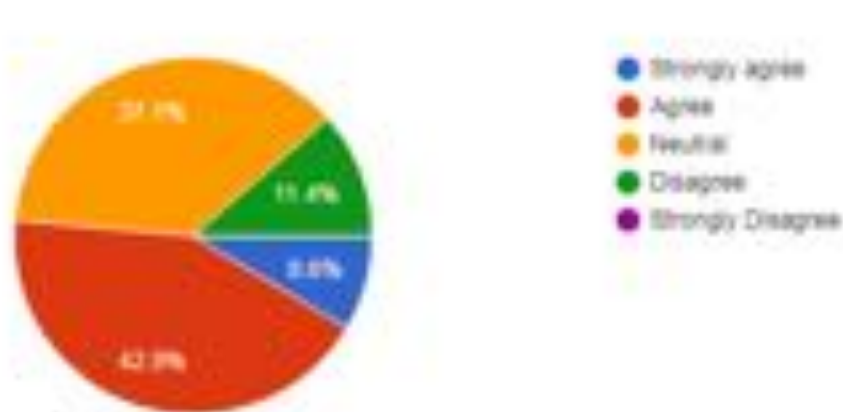
Use of Social media affects indirectly on play grounds and physical activities in youth

36 responses



Social media is playing essential role for betterment of society

36 responses



Ho: Use of social media and its positive impact on youth is positively correlate

H1: Use of social media and its positive impact on youth is negatively correlate

Descriptive Statistics

	Mean	Std. Deviation	N

On an average how much time you are spending daily on social media ?	2.42	.604	36
Social media is having positive impact on youth.	2.36	.990	36

Correlations

		On an average how much time you are spending daily on social media ?	Social media is having positive impact on youth.
On an average how much time you are spending daily on social media ?	Pearson Correlation	1	-.259
	Sig. (2-tailed)		.127
	Sum of Squares and Cross-products	12.750	-5.417
	Covariance	.364	-.155
	N	36	36
Social media is having positive impact on youth.	Pearson Correlation	-.259	1
	Sig. (2-tailed)	.127	
	Sum of Squares and Cross-products	-5.417	34.306
	Covariance	-.155	.980
	N	36	36

Limitations

- Many people did not take keen interest in filling up questioner.
- It may create subjective impact sometimes.
- It's a reflection of ideas for some specified period of time only.

Conclusions

So at last by analysing the data I can conclude that I got total 36 responses out of that 61% were male. Approx 75% respondents were between the age group 21 to 35. 58.3% were post graduate. 100% use the social media. Out of them 41.7% were using it from last 1 to 3 years. 88.9% believe that social media can prove helping hand for education. Daily 55.6% spend 1 to 2 hrs on social media. 57.1% were agreed that social media affects their social life. 38.29% believe it kills the time of youth. 52.8% had opinion that social media makes youth the intelligent. 50.2% feels social media is useful for betterment of society.

So by analyzing data we can defiantly say that social media is an effective tool for the youth now a days.

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