



## Social Media and Its Impact on Youth: A Sociological Study

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**Abstract:** In the era of Digital media, we have seen a shift from print media to social media in every aspect of youth's life. `Now- a -days youth is very much tech savvy they know about all recent technologies launched in the market. They know how to use social media and other recent technologies but with all this knowledge something is lacking who is how much the time they should give to this new form of media. Social media is an umbrella terms which include social networking sites, blogs, forum etc. Social media plays a significant role in the life of youth in many ways. Social media has become deeply ingrained into the lives of youth, shaping their social connections, identities, and experiences in both positive as well as negative ways. This paper is based on secondary data related to social media and their positive and negative role in the life of youth. The objectives of the study include role of social media in the lives of the youth in both positive and negative manner. The findings of the study talk about positive and negative role of social media in the life of youth. In positive role it includes communication, learning and strengthening social relations with peers and in negative role it includes a sense of isolation, FOMO (Fear of Missing Out), anxiety and depression. In last we have some suggestions regarding the use of social media by youth. They should encourage the use of social media for accessing educational content such as documentaries, online courses, to enhance their learning outside of classroom learning and support youth in using media as a platform for creative expressions, whether through writings, reading and other forms of expression to foster their creativity and self-confidence.

**Keywords:** Digital media, Youth, FOMO, Educational content, Self-confidence.

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## Introduction

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In the contemporary digital age, social media has a direct access to the lives of individuals worldwide, particularly for youth. It gives platforms to individuals to connect with the people who have similar interest. Social media refers to those websites and applications that enable users to create and share content or to participate in social networking. In other words, social media is the media for social interaction. Social media have an important place in youth's life. Youth cannot imagine their existence without using social media. Social media shapes the social connections, identities and experience of the youth. The National Youth Policy (2014) has defined 'Youth' as a person who is in the age group of 15-29 years. Youths and students are using social media for various purposes i.e. for learning, communication and strengthening social relations with the people of same age and interest groups. Social media has both positive and negative impact on youth's life. In their investigation into "How Does Social Media Affect Youth? According to Crawford and Loebig (2015), Use of social media can positively and negatively affect youth. Because it encourages young stars to grow and express their opinions on social media. Social media attracts every age group people of the society especially young generation because social media provides platforms where they can discuss their problems and share opinions related to their favorite subject.

## Positive Role of Social Media

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1. **Communication and Connections:** Social media platforms provide avenues for youth to connect and communicate with peers, relatives and family members without accessing their geographical locations. It gives the facility of instant messaging, video call, information sharing to foster social bonds and relationships.
2. **Identity formation and Learning:** social media allows youth to express themselves through posting photos, videos and personal ideas that helps in identity formation. Platforms like YouTube offer educational content on various topics, from educational subjects to practical skills.

## Negative Role of Social Media

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1. **Fear of Missing Out (FOMO):** FOMO is an overwhelming fear that other people at any given time are participating in exciting experiences in which

someone is not part of. It occurs when a young person on social media sites see their peers achievements, activities and social event whose he is not a part.

2. **Impact on Mental Health:** Studies have shown that excessive use of social media is also linked to mental health issues such as anxiety, depression, isolation and poor self-esteem among youth.

## Review of Literature

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Halakerimath & Danappagourda (2017) in their study 'Impact of social media on youth' examined the impact of social media on the youth of Karnataka, taking a sample of 50 through random sampling method and found that majority of youth were addicted to the online games and surfing of several such social media sites. The findings also tell that social sites are useful in terms of gaining new and updated knowledge which is also relevant to education.

Bhardwaj, Awasthi & Goundar (2017) in their study 'Impact of social networking on Indian youth- A survey' investigate the impact of social networking sites on Indian youth. The survey questionnaire sent to respondent via 'Survey Monkey' and a total 532 responses were received. The authors reviewed benefits of social networking sites in cultural development, formation of self-identity, strengthening relationships and acquisition of social, communication and technical skills.

Bhatt & Arshad (2016) in their study 'Impact of WhatsApp on Youth' examined the intensity of WhatsApp usage and its impact on education and family relation of the youth of Agra region. 100 WhatsApp users are selected through random sampling between the age group of 17-30 years. The study reveals that WhatsApp is a major cause for social isolation because it promotes only virtual relationship instead of real relationship. In terms of education also it had negative impact on youth because it encourages the grammatical error, mistakes in sentence formation and lecture bunking etc.

S. Rawath, S. & et.al (2019) in their study 'A Study on Impact of Social Media on Youth'. The main objective of the study was to analyzed the impact of social media on youth in terms of educational learning, entertainment, in quest of job opportunities, enhancing skills and communication. Primary data has collected through structured questionnaire and secondary data has been collected from various articles, books and journals. Sample size of the study consists of 50 youth respondents. It is evident from the study that social media has both positive and negative impacts on youths. Some respondents said that they have positive impact of learning from social media and got benefits of staying connected with friends

through social media. Results also depicts that social media cause health problems and affect our culture and norms.

Rani Uma, P. & Padmalosani (2019) in their study 'Impact of Social Media on Youth' concentrates on the impact of social media towards youth. Survey method is used to collect data from respondents belonging to the age group of 20-25 years. Through convenience sampling questionnaire is distributed to 150 respondents. Chi square and regression tools used to analyze the collected data. The findings of the study reveal that social media influence youth's life styles and it helps to create networks throughout the world for them. On the other side of the coin, due to social media face to face interaction is getting reduced. It spreads false rumors and unreliable information. Thus, social media is used both for construction and destruction purpose for people from different walks of life.

Kusuma. A,(2020) in her study 'Impact of Social Media on Youth' examined impact of social media on youth. In present times social media play an important role in connecting peoples and making communication effective between group of communities with the help of social media sites such as Facebook, WhatsApp, Pinterest, Reddit, Instagram etc. Data analytics also gathers and analyses data from social media platforms that allow companies and business to make a smart choice.

Ahmad. J & et.al (2021) in their study 'Effects of social media on youth' has focused on the effect of social media on youth from education to healthcare, sports to fashion, and online buying to better communication. From the findings of the study, it is found that youth is connected through social media with their respected communities and engage in social interaction. In this study, 151 youth have been selected from the survey. The questionnaire has been utilized as a 5-point Likert scale. After collecting the primary data, SPSS software is used for analyzing the data.

Rawal,S.(2022) in his study 'Use of Social Media Among Youth: The Reflection of Structuration Theory' the author reveals the views of youth on the usage of social media. Primary data is collected through an online survey using a Google form from high school, undergraduate, and graduate students selected purposively from various public and private educational institutions. Anthony Giddens structuration theory served as the study's theoretical foundation. The study's findings revealed that individual agency and structures shape and impact each other in the use of social media by youth. Youth must be informed of the possible advantages and hazards of social media and utilize it properly.

Sumadevi. S,(2023) in her study 'Impact of social media on Youth: Comprehensive Analysis' found that social media has multifaceted impact on

young individuals including both positive and negative effects. The positive impact of social media on youth is evident in enhanced communications and connections, fostering a sense of belongingness. It has become a powerful tool for raising social awareness, sharing opinions and empowering youth to be active members of their communities. Besides it social media has also much negative impact. Excessive use can lead to mental health problems including anxiety, depression, sense of isolation.

Ezung, S. & Baksh, A. (2023) in their study 'Influence of Social Media on Youth Behaviour in Kohima District' found that Youth's understanding of human behavior might be positively influenced by social media and while negatively they can develop fanaticism and selfishness. This study was qualitative in nature and based on prior research and studies found in books, journals related to the impact of social media on the behaviour of youth. Social media has been increasingly important in recent years in shaping cultural and behavioural trends.

Singh, J. & Verma, K.K. (2023) in their study 'Impact of Social Media on the Life of Youth in the Present Era' found that more than 70 percent of youths is using social media for the purpose of post sharing, entertainment, and fun which has a positive impact on the lifestyle and social connections of the youth. On the other side it is also found that some miscreants using social media for the purpose of cyber-crime which leaves a negative impact on the society. The study was based on primary as well as secondary data. Primary data were collected through questionnaire in which 110 responses are collected who belongs to Dehradun city. Secondary data were collected from various reports, manuscripts newspaper and different social media platforms official sites.

Ghodke, R. S & Kulkarni, M. S. (2019) in their study 'Social Media and Youth: Study on its Impact, Benefits and Challenges' found that social media networks have positive as well as negative impact on our society. This study was an attempt to study the impact of social networking sites and applications on young mind. In this study a survey was conducted on the youth of Jalgaon and Dhule Districts. The sample size includes 100 respondents from convenience sampling method. A well-structured questionnaire was distributed for the collection of responses. The result of the study shows that there is a significant impact of social media sites and applications on today's youth. It also seen that there are some benefits of social media sites and the study describes that there are some drawbacks of social media sites.

## Objectives of the Study

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The objectives of this study are as follows:

- To understand the positive and negative role of social media on the lives of youth.
- To find out the role of social media in shaping the behavior of the youth.

## Methodology

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In this research, a comprehensive secondary data analysis methodology is employed to explore the role of social media in the lives of youth. The journey of this research unfolds through an extensive review of existing academic literature, news article, and websites. Secondary data sources are chosen because of their wealth of information related to role of media and youth in recent years. By drawing upon these various secondary data sources, this research seeks to offer an inclusive understanding of the growing role of social media in the lives of youth and the composite impact of media on them.

## Conclusion and Suggestions

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Social media has an important place in today's youth life. It is evident in these studies that social media has both positive and negative role in the life of youth. It enhances their social connections and helps in identity formation. It also helps in gaining new knowledge in terms of education and current events. It is also reveals from the studies that social media and social networking sites are useful in cultural development, strengthening in relationships and acquisition of social and technical skills. It is also evident from another study that social media helps in staying connected with friends, relatives and family members. It also provides a platform for communities to build their networks and enhance their social relationships. Social media has a power in shaping the behavior of youth in terms of social awareness, empowering youth to be active members of their communities. On the other side of the coin, social media has some negative role also in the life of youth such as, addiction in terms of online games and surfing various social networking sites, it promotes social isolation because of virtual relationship instead of face-to-face relationship. It also encourages grammatical error and mistakes in sentence formation and also lecture bunking. It is also evident from the studies that social media causes health problems and affect our culture and norms. FOMO is also associated with social media use. FOMO can lead to feeling of unease, dissatisfaction, and stress. Excessive use of social media can lead to mental problems such as anxiety, depression and isolation. For some miscreant's social media is the platforms of cyber-crime which leaves a negative impact on society.



Now we come on suggestions related to the use of social media. Youth should encourage to use social media for accessing educational content such as documentaries, online courses to enhance their learning outside of traditional educational settings. Support youth in using social media as a platform for creative expression such as writing, video production and other artistic expression to foster their creativity and self-confidence. Youth should use the social media as a tool for enhancing their social connections and for strong their relationship with their communities. Social media should be used in developing critical thinking skills to evaluate various information on social media platforms.

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