

Eternal Impact of Social Networking Site's on Today's Youth

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Abstract:- Social Media has changed our live to a great extent. It connected the people from all around the world making the world as seeming to be a local area. The following research has been done by conducting a survey on 210 people without any biasness from different age group (18-26) that are coming under the category of Youth.

Youths who are the future of any country plays a vital role in its development hence Youth are selected for this Survey, because if they make use of social media and technology, it can prove a great advantage to that country and if Youth goes on the wrong path using Social Media country's future can also be devastating. Also another reason for doing the survey on youth is that these people are mostly attracted towards social networking sites and technology and people today cannot even imagine a day without the use of social networking sites. This research will attempt to analyze how Youth makes usage of the Social Media.

The research will also find out how the preference of people regarding Social Networking Sites have changed over the recent years i.e. which was the social Networking Site mostly used back in the year and what's it's place now is, next focus is on how social media has affected the health of our audience.

After getting the response, analysis of the survey has been conducted and outcomes will depict "impact of social networking sites on today's youth".

Keywords:- Social Networking Sites, Youth, Social Media.

I. INTRODUCTION

As the fastest growing economy, India is home to a fifth of the world's youth. Half population from 1.3 billion are below the age of 25, and a quarter is below the age of 14. Youth of India is its most valuable and most pressing asset and challenge. It provides India with a unique advantage. The world today is more dynamic and uncertain than ever before and India is undergoing rapid and concurrent economic, demographic, social and technological shifts, hence it must ensure that its growth is inclusive and is shared by all members of the society. India will not be able to realize its true potential growth if its youth are not able to participate energetically and efficaciously in its economy.

Internet penetration is rising throughout India, the situation is different when it comes to metro cities which have the most penetration of Internet users and smaller town have relatively lesser penetration of the Internet users and it goes down as we descend to lower town classes. India has 560 million active Internet users as of 2019 and is the second-largest online market, behind China. It is estimated that by 2021 there will be around 635 million active internet users in India. Indian users basically spend most of their time on Social platform using Internet.

In India on an average user spends almost 17 hours on the social media platforms per week, which is much more than China and the United States. Among all Social Media platform Facebook is the most popular social networking site in the country. There are about 270 million Facebook users in India as of 2019 from total of 2.45 BILLION active user over Platform worldwide, placing India as the country with the largest Facebook user base in the world. Most of the Facebook usage come from the younger generation, aged between 18-24 years to be precise. YouTube being the second most popular social media networks in India, Amazon and Flipkart are the most popular online shopping platforms and TikTok (formerly Musically) is the most downloaded app of 2019 on Google Play Store and has been a huge hit in India, it has reached 1.5 billion downloads worldwide on the App Store as well as Google Play Store and India leads the chart with 450 million of all unique installs.

There was the time when the data rates provided by many Internet Service Providers (ISP's) were so high that weren't affordable by much people to buy (basically before 2016). With the introduction of 4G in the Telecom market and technology advancement in mobile market the data rates not only got cheaper (mainly after the introduction of Reliance Jio which shook the Telecom Market) but there was also a significant decrease in the price of Mobile devices which is the main reason why people in India were now capable of affording the devices as well as data plans.

There was now a rapid hike in using Internet by users in India. Those people who were used to use Internet occasionally, now started using Internet on regular basis. As smartphones became popular, rates of depression started to tick up, so digital media could be playing a role. The Teens who are born after 1995(iGen or Gen Z) were the first to spend their entire adolescence in the age of the smartphone. They're also the first group of teens to experience social media as an essential part of social life.

II. LITERATURE REVIEW

This section presents a review of our research study related to our topic “Eternal Influence of Social Networking Site’s on today’s Youth” to determine what the impact of Social Networking are on Youth. This research will provide us with better understanding of the web of complexities of Social Media.

- (1). Teens spend their most of the time on Social media using it un-necessary, a study published in the journal JAMA Psychiatry suggests that youth who spend more than three hours every day on social media are more likely to develop mental state problems including depression, anxiety, aggression, and antisocial behaviour. The effects of social- media consumption on teens manifest in two main ways, in keeping with the study authors describe it: internally (depression and anxiety) and externally (aggressive behaviour or antisocial behaviour). The latter were essentially non-existent among teens who reported that they didn’t use social media.
- (2). A study from the Pew Research Centre from last year noted that it isn’t just parents or other adults who are concerned about this behaviour, and many teens believe it is a problem. In fact, 54% of teens say they agree that they spend too much on time on their mobile devices. According to the Pew Research Centre study some 52% of teens reported taking steps to cut back the use on the phones, while 57% have said they’d try to limit their time on social media.
- (3). Nearly 6,600 12- to 15-year-old Americans self-reported what proportion time they spent per day on social media, also as whether or not they had any psychological state problems. The researchers found that three hours of social media correlated with higher rates of psychological state issues, even after adjusting for a history of such problems.

➤ *The Stats on Teen Social Media Addiction*

- 92% of youths go online daily, and 24% say they go online “almost constantly.”
- 76% of youths use social media (81% of older youths, 68% of youths ages 13 & 14).
- 70% of youth uses FB, 53% use Instagram, 40% use Snapchat, 32% use Twitter, and 15% use Tumblr.
- 77% of parents say their children get distracted by their devices and don’t pay attention when they’re together.
- 59% of parents say they feel their children is addicted to their mobile device.
- 50% of children say they feel addicted to their mobile device.

Scientists have found that overuse of technology in general, and social media in particular, creates a stimulation pattern similar to the pattern created by other addictive behaviours. A new study shows that receiving “likes” on social media activates the same circuits in the youth’s brain that are activated by eating chocolate or winning money.

Youth’s relationship to social media addiction is a big topic today. Teenagers are among the biggest consumers of social media—but is it consuming them? [Sources: Pew Research Centre and Common Sense Media]

According to a broadcasted review within the journal Cyberpsychology, Behaviour and Social Networking, “sudden cessation of online social networking may in some chronic users because signs and symptoms that a minimum of partially resemble those seen during drug/alcohol/nicotine abstinence syndrome.

A study showed that increasing use of Facebook was related to symptoms of low self-esteem and also to narcissism.

Comparing oneself to others may be a frequently cited explanation for discomfort and low self-esteem for social media users. In a study examining the link between Facebook and depression, researchers found that frequent Facebook users often compare themselves with others, which results in overthinking and rumination. Therefore, this successively results in feelings of depression. Teens tend to match themselves to their peers frequently, both in real world and online. Hence, social media addiction can negatively impact self-esteem.

➤ *Social media statistics in India*

Though Internet penetration was low in India - still, in December 2018, there were 566 million users active throughout India. Out of this - 493 million are regular users of the internet. (Source:livemint).

At the tip of 2018, the amount of social media users in India stood at 326.1 million. (statista)

At the end of 2019, this number has been estimated to grow to 351.4 million.

On average, Indian users spend 2.4 hours on social media each day (slightly below the worldwide average of two .5 hours a day). (Source: The Hindu)

290 million active social media users in India access social networks through their mobile devices rather than any other digital devices. (Source: Hootsuite - We Are Social report)

86% of the entire number of social media users engage in some sort of activity on their social channels (Source: Hootsuit e- We Are Social report)

97% of Indians who are connected to the internet watch videos online.

Facebook is that the hottest social network in India : Source: Social Samosa

III. NEED FOR STUDY

With the expeditious expansion in Internet, easy of availability of Data to people mainly among today's youth has given rise to the need for study for this topic of research. Due to more focus and use of Internet there has been a drastic emergence on Social Media, and this pace of development isn't limited it's still changing rapidly. With the development of Mobile accommodated with Internet, Social Media is playing a key role for communication---but is that so?

Do people use it only for communication, let's us study. With the advent of technology people have shifted their mind- set from physical to digital, due to which people has solely became dependent on the technology for their day-to-day activity, like with social media people not only use it for their study purpose but also are attracted by online games, rather having a physical activity which affect them not only physically but also mentally and it resultant in low concentration level ,low memory power ,insomnia , anxiety and depression in their earlier stage.

IV. RESEARCH METHODOLOGY

For this research, we have used both primary and secondary data. Primary data is collected through the questionnaire and secondary data are collected from the published articles, research papers, through related websites, blogs etc. Here I have used Stratified Random Sampling method for collection of the data. For the most accurate study the responses was collected from 210 youth. After getting the desired response from the audience, this research has make use of descriptive method for performing analysis on received data. The study is designed as a qualitative study. An online survey was prepared for the study. Survey is distributed to each person via e-mail and Whatsapp groups, regardless of the audience. The results of the survey was analysed statistically and the attitudes of the users regarding social media and addiction were interpreted.

V. RESULTS OF STUDY

The following are the results of the research conducted which provided some new criteria for the first time. For this study I took a survey of youth from different ages (17-26) from which maximum responses were given by youth between 18-21 which included Male and Female almost equally in ratio(all of them were basically students) and the result concluded are surprising.

When it was asked to them with a question "**which social networking sites the mostly uses**" [Figure 1] it was found that the result of previous researches was overtaken where it was concluded that Facebook is the mostly used Social Platform, but from this study it was found that people preference is been changing rapidly and new findings have shown that Facebook has been overtaken by WhatsApp (41.9% preference) followed by Instagram(29.5% preference) and Facebook on third place with 20.5% and then the rest. **It was now important to know about the time they spend using it** [Figure 2], and after analysis it was founded that

more than 50% people spend 2 to 4 hours-per-day, 22.4% people spend 4 to 6 hours-per-day on social media and it was stunning that 7.6% are using it for more than 6 hours a day, which is lethal for their health.

It is found that 73.3% of them are using these sites for communicating with friends and for entertainment purpose only, rather than using it for education and working purpose which is destructive for their future.

The result also shown that they mostly used Social Networking sites for communication with friends and not with family, relatives and teachers [Figure 3].

It was also seen that Social Media was affecting their personal life where more than 50% agreed to it. When talked about Security level of the Social Networking Sites 79.5% agreed that security provided by these sites are Strong enough to protect their data privacy, which indicated their trustworthiness on these sites, which is not good as the sites can be easily hacked by professional hackers and there are many incidents for the same although they think that these sites are safe platform for sharing their data. It was seen that 55% share a very little information unaware of the fact they don't know how these information can be misused.

It was seen from the analysis that more than 40% of these Youth uses Social Networking Sites while having their Breakfast/Lunch/Dinner which is not good as suggested by Doctors as it have a negative effect on their health like overeating of food.

Next when questioned about the time they spend with their family it was shockingly found that they were giving much less time to their family members which showed their dependence and addiction towards these sites. Many of them did agreed to this that **they are dependent on technology** and used it regularly though not all day and many said that they cannot even live without it. Many of them even said that when they don't use social media for a long period of time they feel something missing in their lives and even feel anxious, depressed and lonely [Figure 4].

It was also noticed from the responses that these youth when posted something on Social Networking Sites were also eager to get number of likes on their post, when not got that much number of likes they even felt sad for it, which can even be the cause of jealousy among the youth and step towards a wrong path.

Among these youth many accepted that they even used faked account and number of other factors (many Apps like; FB Liker, Metal for Facebook & Twitter, Apental , Apental Calc, Get Instant Likes, Swipa, MyFbliker, FBoost) to increase the number of likes on their posts.

When the respondent felt sad they used Social media for changing their mood rather than discussing with their guardians regarding the cause of their sadness which again showed their trustworthiness and dependency towards Social Media and not their Parents which shows the reality of

today’s world [Figure 5].

They also said that they even sometimes have said “NO” to an activity when organised by their family members for just using the Social Media it shows how disconnected they are getting from their well-wishers. 40% said even this that they get angry or frustrated when the servers of Social Media platform got down for a period of time.

The next question to them was sharing the bad experience using Social Media they ever has faced with. This was one of the best question they were to be asked with.

Among many of the responses (without editing) these are some bad experience that some youth have faced with.

1. Distracted from study
2. My fb account was hacked that's why i don't like social media.
3. sometimes we caught in traps likes fake news, stranger became frd,etc
4. Lack of sleep
5. Nothing. Just i sit long period of time
6. Hacking
7. My eyes starts paining
8. Receiving message from unknown person whom we never wanted to know
9. Many fake accounts
10. Communication is become weak with family and friends
11. Sent a prank message to my classmate and went in a great trouble while she filled an FIR believing that message to be true and not knowing that it was me.
12. Sometimes I get frustrated when some social media doesn't works
13. Chatting with unknown person in flow which may affect further on.

VI. CONCLUSION

Now concluding, from the whole research it is found that there is an increasing Negative impact of social media on the youth and it is increasing rapidly with a great rate and the main reason can be decreasing rate of Data and Mobiles which plays an important role for access of internet among youth. I interrogated with the respondent on how they started using the Social Media i.e. how they came to Social Networking sites, and the reviews are just far from the expectation were many of the responses were almost the same, they said:

Initially they started using with the internet for education purpose only i.e. they stated they used to search only the relevant piece of information for their study purpose, but when they heard about the Social Media where they can share their views on any topics, share any kind of information (images, videos, or music’s) they started creating their account, from one social platform to another, and this created a chain. They do admitted that their focus changed from education to entertainment (not all admitted to it). Many of them also said that when they want any kind of information they just starts Googling it rather than searching for the piece of information in the book, this again shows their

trustworthiness towards Google although all information provided by google isn’t always correct, but they don’t even bother the integrity of the information because they have this trust in their mind that all the information provided by Google will always be correct.

It is not good to say nor am I saying that Social Media have fully Bad side I also reviewed the good sides of the social media platform that is the benefits of the social media for development of culture, making self-esteem, developing relationship, communication and technical skills. But the conclusion again depends on number of factors, there will always be a need to have more number of samples for better results, also for judgment and it also important to select a better representative sample.

Thus it can be concluded from the findings that:

1. Youths started giving more preferences to their fake social friends rather than the family members. So the relationship values with their own family members are just on the path of extinction.
2. There is a shift in the use of social media platform that is from one to another.
3. They share their small piece of information believing that is safe to post, which isn’t so.
4. They spend most of the time on the Social Media ignoring the Physical activity, which started causing the health issues in their body.
5. From survey many of them are still unsure about the Impact of social Media on their life, this clearly shows that they are just using it unnecessarily without any special purpose.

The solution for this to take them out of the dense web of Social Media are many, but one of them being the best solution is or can be giving them proper guidance on the use of Social media from which they will come to know about the Advantage and Disadvantage of their use. And there will be a more chance that they will start using it the way that can boost not only their future but also the future of the country, which will not only improve their physical and mental health but also their relationship with their family members. The interesting thing is that this guidance can be given to these youth in School or at home by their teachers or Parents whom most of the youth thinks as their role models.

Figures

Which of the following Social Networking platform do you often use?
210 responses

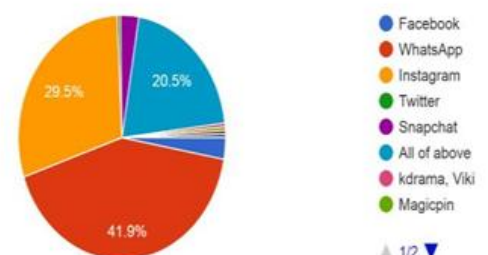


FIGURE 1

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How many hours you spend on social networking daily?

210 responses

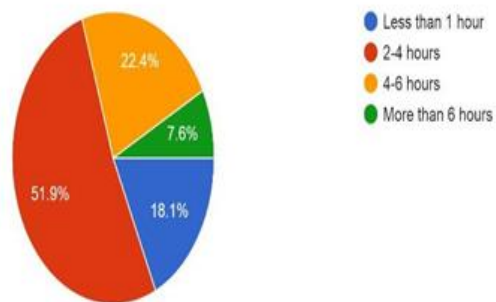


FIGURE 2

Why do you use Social Networking Site's

210 responses

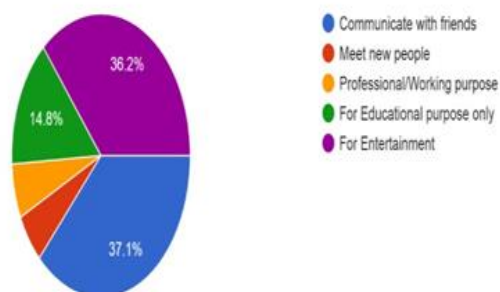


FIGURE 3

How dependent are you on technology?

210 responses

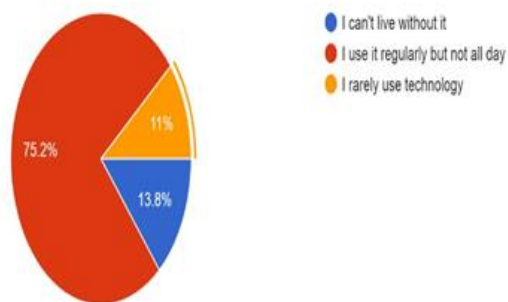


FIGURE 4

When you feel sad do you use Social Media for changing your mood?

210 responses

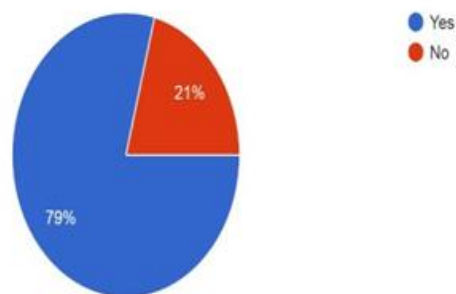


FIGURE 5