

Study on effect of social media on youth

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■ **ABSTRACT** : Technological advancement has led to use us many tools, devices and sites to connect different people from each and every corner of the world. Usage of information technology in social media, increase its popularity in the youth. The objective of this study is an attempt to investigate the extent of effect of social media on the youth. The reason for selecting youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. For analyzing the effects of social media on youths, the questionnaire study was designed and by following simple random sampling from two villages *i.e.*, Dillaji Mithiphang and Beltola of Diphu, 200 samples were selected. The results shows that social media was used for communication and entertainment purpose.

■ **KEY WORDS**: Communication, Entertainment, Social media, Technological

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Social Media plays very important roles in today's life. It is the collective of online communications channels (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) dedicated to community-based input, interaction, content-sharing and collaboration. It helps to link people to share any information and aware people about any event through social networking. Social Media are web-based online tools that enable people discover and learn new information, share ideas, interact with new people and organizations. It has changed the way people live their life today, it has made communication much easier. It allows the exchange of user-generated content like data, pictures, and videos. People belonging to different age groups use social media. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through

worldwide. The world becomes a global village due to social media. Users can connect with other people within seconds and share their ideas. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. People also use social media to get information about other countries. Social media influence adolescent's life; it has both positive and negative impacts. Youths are growing up in a cultural setting in which many aspects of their lives will be mediated by social media and many of their experiences and opportunities will be shaped by their engagement with social networking sites. Youth use social media for learning purpose, for entertainment, and for innovation. They made and join different groups on Facebook to interact with people and discuss different topics. Social media provide opportunities to seek for a job. Some companies have online system for recruitment

and selection. Some companies create their group or page to inform their employees about their company's situation. Mostly companies use it for advertisement. The importance of social Media can be seen in several fields such as business, entertainment, food, lifestyle, welfare and a host of others. Initially the use of social networking was limited to corporates and businesses but now it has branched to include friends, family associates and classmates as well.

A global media survey report on Facebook, Twitter, LinkedIn and Google+ presented statistics as shown in Table A.

Social Media	Active user	Daily user	Indian uses
Facebook	171 billion	113 billion	142 million
Twitter	320 million	4.5 million	28.5 million
LinkedIn	450 million	100 million	37 million
Google+	300 million	1.6 million	10 million

The usage of social media around the world is ever-increasing. Social media statistics from 2019 show that there are 3.2 billion social media users worldwide, and this number is only growing. That equates to about 42 per cent of the current population (Emarsys, 2019). Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act (Asough, 2012). These sites have become a day to day routine for the people. The extensive use of Social Networking however, makes it an interesting study (Houghton *et al.*, 2016) regarding the risks and consequences on the existing youths. Social networking with the ability to effectively vanish boundaries, the anytime anywhere availability has seen impact on privacy as sharing too much, false unnecessary information about themselves or voice opinions, even getting exposed to fraudsters or cyber criminals and most critical of all the increased addiction to Internet and Social applications (Shaw, 2016). These tend to influence the youth for their social, emotional and psychological well-being. Keeping this in view, the present study was conducted to see the effect of social media on youth.

Objective:

The main objective behind the selection of this topic is to analyze the effects of social media on youth. How

they use it in daily life and its impact on society through different angles like educational learning, entertainment, job opportunities, health, communication, interaction, enhancing skills, and online shopping.

RESEARCH METHODS

Personal interview method was used to collect the data. For the study an interview schedule was designed to collect primary data from the selected sample. In questionnaire, Likert scale (Strongly Agree, Agree, Disagree, and Strongly Disagree) was utilized. A total of 300 youths were selected by following simple random sampling from two villages *i.e.*, Dillaji Mithiphang and Beltola of Diphu, Karbi Anglong. The data were collected from the respondents by the investigator personally.

RESEARCH FINDINGS AND DISCUSSION

In this study, 300 youths were randomly selected for collection of primary data. among the 300 youths, 37 per cent belongs to age group 15-20 years, 33 per cent belongs to 20-25 years and the remaining 30 per cent belongs to 25 years and above. Response of each sampling unit with respect to age is presented in Table 1.

Social media helps in learning new things:

Study reveals that 78 respondents from age group 15-20 years, 62 respondents from age group 20-25 years and 58 respondents from age group 25 and above said strongly agree while 22, 30, and 32 respondents of these age groups, respectively said Agree with the statement about learning new things through social media.

People use social media for entertainment purpose:

Regarding statement about entertainment purpose, it was found that 83, 55 and 50 respondents from age group 15-20, 20-25 and 25 and above strongly agreed while 27, 45 and 40 respondents of these age group, respectively said agree.

Social media provides opportunity to find jobs which we like:

Majority of the respondents' *i.e.* 70 and 68 from age group 20-25 and 25 and above strongly agreed with the statement while only 31 respondents from age group 15-20 years strongly agreed. Also, 29, 30 and 22 respondents from the age groups 15-20, 20-25, and 25

and above agreed with the statement. The study also revealed that 32 and 18 respondents from age group 15-20 years were not as interested as other age groups in finding jobs through social media and voted for disagree and disagree strongly.

Social media is use in online shopping:

Regarding online shopping, majority of the respondents (38) from the age group 15-20 years agreed with the statement while other respondents *i.e.* 32 and 35 from age group 20-25 and 25 and above strongly

Table 1 : Age wise analysis

			Strongly agree	Agree	Disagree	Strongly disagree
1.	Social media helps in learning new things					
	Age	15-20	78	22	6	4
		20-25	62	30	8	0
		25 and above	58	32	0	0
2.	People use social media for entertainment purpose					
	Age	15-20	83	27	0	0
		20-25	55	45	0	0
		25 and above	50	40	0	0
3.	Social media provides opportunity to find jobs which we like					
	Age	15-20	31	29	32	18
		20-25	70	30	0	0
		25 and above	68	22	0	0
4.	Social media is use in online shopping					
	Age	15-20	22	38	30	20
		20-25	32	30	20	18
		25 and above	35	25	30	0
5.	Social media is use for advertisement					
	Age	15-20	25	35	40	10
		20-25	50	38	12	0
		25 and above	23	37	30	0
6.	Social media helps us to connect with people from all over the world					
	Age	15-20	80	30	0	0
		20-25	65	35	0	0
		25 and above	60	30	0	0
7.	Social media can lead to cyber bullying					
	Age	15-20	25	43	40	2
		20-25	45	45	10	0
		25 and above	50	40	0	0
8.	Social media helps us to know the current issues					
	Age	15-20	56	33	21	0
		20-25	88	10	2	0
		25 and above	75	15	0	0
9.	People who invest too much time in Social media tend to become anti-social					
	Age	15-20	40	10	60	0
		20-25	45	50	5	0
		25 and above	62	20	8	0
10.	Investing too much time in social media leads to sedentary lifestyle					
	Age	15-20	12	41	50	7
		20-25	30	58	12	0
		25 and above	56	31	3	0

agreed with the statement. Some of the respondents from these age groups also disagreed with the statement.

Social media is use for advertisement:

Majority of the respondents *i.e.* 40 from age group 15-20 years disagreed with the statement whereas respondents belonging to age group 20-25 years strongly agreed with the statement. Also it was seen that 37 respondents from age group 25 and above agreed with the statement.

Social media helps us to connect with people from all over the world:

This statement was strongly agreed and accepted by majority of the respondents from the age groups 15-20, 20-25 and 25 and above. Also remaining respondents agreed with the statement from these age groups. This reveals that all the respondents use social media like Facebook, Instagram, Twitter etc. for connecting and making friends with new people.

Social media can lead to cyber bullying:

Majority of the respondents belonging to age group 15-20 years disagreed with the statement while other respondents *i.e.* 45 and 50 from age groups 20-25 and 25 and above strongly agreed with the statement.

Social media helps us to know the current issues:

Regarding this statement, it was revealed that majority of the respondents from the age groups 15-20, 20-25 and 25 and above strongly agreed. Only 21 respondents from the age group 15-20 years disagreed with the statement.

People who invest too much time in social media tend to become anti-social:

Majority of the respondents from the age group 15-20 years disagreed with the statement while 50 respondents from the age group 20-25 years agreed. But 62 respondents from age group of 25 and above strongly agreed with the statement.

Investing too much time in social media leads to sedentary lifestyle:

This statement was strongly agreed by 56 respondents from age group 25 and above while 58

respondents from the age group 20-25 years agreed and only 41 respondent from the age group 15-20 years agreed. Also it was seen that majority of the respondents *i.e.* 50, age group of 15-20 years disagreed with the statement.

Conclusion:

Results shows that social media plays important role in every aspects of life. This study was conducted to know the effects of social media on youth. It revealed that all the selected age groups use social media for connecting and making friends with new people. Teenagers mostly used for entertainment purpose. Results also depict that social media causes some problems like cyber bullying, anti social and sedentary lifestyle. For future research, there is a need to increase the sample size and select a better representative sample.

Recommendation:

- The following are some major recommendations:
- Parents and guardians should check out what their children does on social media.
 - People should use social media for positive purpose.
 - People should have timely control over themselves on using social networks like WhatsApp, Twitter, Facebook, and YouTube.
 - Government has to make policies to check out unfair reporting of media which ruin the society.

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