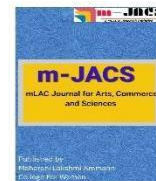




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IMPACT OF SOCIAL MEDIA ON YOUTH: A CASE STUDY OF VIJAYAPUR DISTRICT

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Abstract

Social media have been playing a major role in today's life. It has become prominent part of life for many young people. And social networking sites are providing so many things to do like discussion on hot issues, chatting, entertainment, and knowledge also. The use of information technology in social media has increased, especially among the youths. Most of the youths use the social media continuously without knowing what that effect on their lives, whether positive or negative. Social media use can also negatively affect on teens, its distracting them, disrupting their sleep and concentration and sometimes unrealistic views of other people's lives also impact on youths. There is positive impact also there on youths. The purpose of this study is to know the impact of Social media on college students. So this study explores the impact of Social media on students. For the present study, a random sampling technique will be adopted for the selection of the sample. Primary data will be collected through a structured questionnaire. For the present study, 160 respondents will be selected from Engineering, Medical, Arts, and Science and Commerce streams of UG colleges in the Vijayapura district of Karnataka state. Data will be analyzed by a statistical package for social science.

Keywords: Social Media, ICT, Youth, Impact, Negative and Positive.

Introduction

India is the biggest country in the world with a high social audience. Using social media website is common among the activity of today's youths. Any websites that allows social interaction is considered as social media. Lifestyle is an Art cultivated by youngsters. Lifestyle is also very closely related to Social Media. Lifestyle can give positive or negative effects. Aside from business, social media has allowed people to connect in a much easier, comfortable, and faster way

Social media is a collective term for websites and application that focus on communication, community-based input, interaction, content- sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. Social networks can create peer motivation, inspiring young people to

develop healthy habits, try something new, follow their dreams and speak up about things that matter to them.

“Social media is a powerful tool to share, retrieve and exchange ideas and information on virtual networks and plays a pivotal role in our daily routine. Social media contains social networking sites, blogs and micro blogs, wikis, discussion groups, videos and podcasts, online forum mobile application et cetera. There are approximately 50 social networking sites and are used by millions of masses the world over. Popular networking sites such as Facebook, Instagram, Twitter, Youtube, Google, Telegram, snapchat, TikTok have stepped in the world in many forms”. (Jaswinder Singh, 2020)

The purpose of a social media is to give information about current news, gossips, fashion, and the latest gadgets in the marketplace of the people. The role of social media has to be one way trading and marking or products and prejudices. It gives geographical knowledge about how people divided.

All things being equal, they are basically about associating with companions, family, and colleagues you as of now have. These sites permit you to share photographs, audio-visual and data, sort out occasions, talk, and play web-based games. Young people spend a lot of time on social media. They are also unsafe to peer pressure, low self esteem and mental illness. Several studies have found links between increased use of social media and the risk of depression, anxiety, sleep problems, eating anxiety, and suicide.

Review of literature

Sushma Pawar, Philomina and TahmeenaNigar Sultana (2022) in their article „The Role of Social Media in Changing the Lifestyle of youths“ found that how social media in influenced youths in changing their lifestyle. This study viewed both the positive and negative impacts of social media channels. Social media creates a few negative impacts on their lifestyle they are more addicted to social media. And even social media promote a healthy lifestyle through its post, sharing ideas, content, language, quality, advertisements etc. Also indicates that most of the respondents were highly used social media for entertainment purpose.

Jaswinder Singh (2020) in his article “Impact of Social Media on Indian Youth with Special Reference to Covid-19” states that social media is becoming necessary and an imperative tool for Indian society. It is the stage from babyhood to maturity. Excess of using Social media sustains health problems such as Anxiety. Depression, frustration, feeling alone and Sadness.

Rajeswari S (2017) in her study „Impact of Social Meida on Lifestyle and learingBehavior among Adolescents” found that social media enable youth to raise their voice against social issues and share or upload information for the welfare of society. Share or upload information for the welfare of society. Since social media can provide all the ways and means to develop personal and social aspects, young people have to explore the potentialities of these sites. Even though it creates a few negative impacts on youth, we cannot think of a world without these sites today.

Thomas Tufte & Florencia Enghel (2009) in their study „Youth Engaging with the Words“ found that the Youth does not comprise a homogeneous aggregate or universal category, regardless of the shared experience of a globalized world that expands the cultural offer while it reduces the possibility of having access to it. The analysis of the relationship between youth, communication and social media change must take place in the context of this paradoxical tension: more and better media: increasingly powerful technological devices: “availability” of vast information and knowledge resource, hand with the increasing impoverishment of several parts of the planet.

Objectives

- To find out how Social Media impacts on youth
- To examine whether there is any negative or positive impact of social media on youth.
- To find out any changes in behaviour of youth due to use of social media.
- To know opinions of youth about social media impact.

Statement of problem

Nowadays most of the people especially the youths are spending more time on social media. The majority of them negatively accessing and most of them uses social media for benefits. It is felt necessary to have an in-depth study on „Impact of social media on Youth a case study of vijayapur“ because whether there is any negative or positive impact on youth through social media and know the identify the opinion of youth about social media.

Methodology

To assess Impact of Social media on Youth a case study of Viayapura, for this study descriptive research design was adopted. The descriptive research method describes the characteristics of the population and phenomenon that is being studied. The primary data of is collected through a survey method by using a structured interview schedule. A total of 120 respondents were selected randomly for the collection of primary data through a structured questionnaire. The data is analyzed through SPSS software.

Data analysis

Table 1: Marital status

Marital status	Frequency	Percentage
Married	34	28.34
Unmarried	86	71.66
Total	120	100%

It can be from table 1 that majority (71.66%, N=86) of the respondents were unmarried and only 28.34 percent (N=34) were married.

Table 2: Education Qualification

Education qualification	Frequency	Percentage
Engineering	16	13.3
Medical	10	8.3
Arts	56	46.7
Science	12	10

Commerce	18	15
Others	8	6.7
Total	120	100%

Table 2 reveals the education qualification of the respondents. It indicates that the majority of the respondents (46.7%, N=56) were belonged to arts section, followed by 15 percent (N=18) were belonged to Commerce section, 13.3 percent (N=16) were belonged to Engineering section. Whereas 10 percent (N=12) were Science section, (8.3%, N=10) were Medical section and only 6.7 percent (N=8) belonged to others section.

Table 3: Family Monthly income

Family monthly income	Frequency	Percentage
Up to 50,000	56	46.7
50,000 to 1lakh	12	10
1,00,000 to 2,00,000	26	21.7
More than 2 lakh	26	21.7
Total	120	100%

It notice from table 3 reveals the family Monthly income of the respondents that the most of them (46.7%, N=56) were belonged to up to 50,000, followed by 21.7 percent (N=26) were belonged to 1, 00,000 to 2, 00,000 and more than 2 lakh whereas only 10 percent (N=12) were belonged to 50,000 to 1 lakh.

Table 4: Having electronic device

N=120

Electronic device	Frequency	Percentage
PC or laptop	74	61.7
E tablets	14	11.7
Smart phones	104	86.7
Others	4	3.3

Table 4 indicates that the having electronic device. It shows that the majority of the respondents (86.7, N=104) where having smart phones, followed by 61.7 percent (N=74) respondents were have PC or laptop. Whereas 11.7 percent (N=14) were have E tablets and only 3.3 percent (N=4) were have other device. It means most of the respondents highly used smart phones.

Table 5: usage of Social media

Usage of Social media	Frequency	Percentage
Yes	118	98.3
No	2	1.7

Total	120	100
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Table 5 reveals the Usage of Social media. It shows that the three fourth of the respondents (98.3%, N=118) were agreed to they used social media and only 1.7 percent (N=2) respondents were not agreed to using social media. It means most of the respondents were used social media.

Table 6: Usage of Social sites

N=120

Social sites	Frequency	Percentage
Whatsapp	106	88.3
Instagram	104	86.7
Facebook	84	70
Twitter	60	50
Telegram	74	61.7
Others	16	13.3

Table 6 indicates that usage of social media. It shows that majority of the respondents (88.3%, N=106) were used whatsapp, followed by 86.7 percent (N=104) were used Instagram, 70 percent (N=84) respondents were used Facebook. Whereas 61.7 percent (N=74) were used Telegram, 50 percent (N=60) were used Twitter and only 13.3 percent (N=16) were used other social media.

Table 7: Frequency of Social media

Frequency of social media	Frequency	Percentage
1 to 2 hours in a day	48	40.7
More than 2 hours in a day	50	42.4
4 hours in a week	4	3.4
Once a month	6	5.1
Once a week	2	1.7
Several times in a week	8	6.8
Total	120	100%

It is observed from the data presented in table 7 that the average of time spent in suing social media. It shows that respondents 42.4 percent (N=50) of the respondents spent more than 2 hours in a day, followed by 40.7 percent (N=48) respondents who spent 1 to 2 hours in a day. Whereas 6.8 percent (N=8) were spent several times in a week, 5.1 percent (N=6) were spent once a month. 3.4 percent (N=4) were spent 4 hours in a week in social media and only 1.7 percent (N=2) respondents were spent once a week in social media.

Table 8: Purpose of using social media

N=120

Purpose	Frequency	Percentage
For Information	104	86.7
Knowledge	94	78.3
Entertainment	88	73.3
Time pass	26	21.7
Study	66	55
To interact with people	46	38.3
Gossips	6	5
Contact with family	48	40
Other	8	6.7

Table 8 reveals the purpose of using social media. A great majority of the respondents (86.7%, N=104) use social media for information purpose, followed by 78.3 percent (N=94) respondents were using social media for knowledge purpose, for Entertainment purpose (73.3%, N=88), for study purpose 55 percent (N=66). Whereas 40 percent (N=48) for contact with family purpose using social media, (38.3%, N=46) were used for to interact with people, for time pass purpose (21.7%, N=26), 6.7 percent (N=8) were used for other reason and only 5 percent (N=6) for gossip purpose.

Table 9: Personal benefits of using social networking sites

N=120

Opinion	Agree	Disagree	Neutral
Help in study	90 (75)	8(6.66)	14(11.66)
Raise awareness	58(48.33)	22(18.33)	28(23.33)
Connect with family	66(55)	8(6.66)	30(25)
Learn new skills	66(55)	12(10)	28(31.66)

It is observed from table 9 that personal benefits of using social networking sites. It shows that most of the respondents (75%, N=90) were agreed to help in studies, followed by 11.66 percent (N=14) were disagreed and only 6.66 percent (N=8) were neutral to it.

The above table reveals the opinion about Raise awareness. It shows that most of the respondents (48.33%, N=58) were agreed to raise awareness, followed by (23.33%, N=28) were neutral and only 18.33 percent (N=22) were disagreed to this opinion.

The results presented in the above reveal the opinion about social networking sites were connect with family. It shows that the majority of the respondents (55%, N=66) were agreed, followed by 25 percent (N=30) were neutral and only 6.66 percent (N=8) were disagreed to this opinion.

It is found from the above table about the opinion about learn new skills. It is observed that the majority of the respondents (55%, N=66) were agreed, followed by 31.66 percent (N=28) were neutral and only 10 percent (N=12) were said that in social networking sites were didn't learn new skills.

Table 10: Disadvantages of using social networking sites

N=120

Opinion	Agree	Disagree	Neutral
Headache-eye pain	70 (58.33)	18 (15)	20 (16.33)
Less Social interaction	52 (43.33)	36 (30)	22 (18.33)
Cyber bullying	56 (46.66)	32 (26.66)	18 (15)
Disconnects with family	48 (40)	40 (33.33)	22 (18.33)
Time waste	48 (40)	30 (25)	26 (21.66)

It is observed from table 10 about Headache and eye pain. It shows that most of the respondents (58.33%, N=70) were agreed, followed by 16.33 percent (N=20) were neutral and only 15 percent (N=18) were disagreed to it.

The above table reveals the opinion about less social interaction. It shows that most of the respondents (43.33%, N=52) were agreed, followed by (30%, N=36) were disagreed and only 18.33 percent (N=22) were neutral to this opinion.

The results presented in the above reveal the opinion about Cyber bulling. It shows that the majority of the respondents (46.66%, N=56) were agreed, followed by 26.66 disagreed percent (N=32) were and only 15 percent (N=18) were neutral to this opinion.

It is found from the above table about the opinion about Disconnects with family. It is observed that the majority of the respondents (40%, N=48) were agreed, followed by 33.33 percent (N=40) were disagreed and only 18.33 percent (N=22) were said neutral. It means that using social networking sites were disconnecting with family.

The above table reveals the opinion about time waste. It shows that the most of the respondents (40%, N=48) were agreed, followed by 25 percent (N=30) were disagreed and

only 21.66 percent (N=26) were neutral. It means social networking sites impact positively and negatively too.

Table 11: Opinion of privacy policies in social media

Opinion	Frequency	Percentage
Agree	58	48.3
Disagree	26	21.7
Neutral	36	30
Total	120	100%

Table 11 reveals the opinion of privacy policies in social media. It shows that most of the respondents (48.3%, N=58) were agreed, followed by 30 percent (N=36) were neutral and only 21.7 percent (N=26) were disagreed to it.

Table 12: Opinion of Social site networking is helpful to get knowledge and current affairs of country

Opinion	Frequency	Percentage
Agree	88	73.3
Disagree	2	1.7
Neutral	30	25
Total	120	100%

Table 12 indicates the opinion of social site networking is helpful to get knowledge and current affairs of country. It shows that the majority of the respondents (73.3%, N=88) were agreed, followed by 25 percent (N=30) were neutral and only 1.7 percent (N=2) respondents were disagreed.

Table 13: Accept friend request from strangers in social media N=120

Opinion	Frequency	Percentage
Yes	24	20
Sometimes	78	65
No	18	15
Total	120	100%

Table 13 reveals the accept friend request from strangers in social media. It shows that the most of the respondents (65%, N=78) were said that sometimes they accept friend request from strangers in social media, followed by 20 percent (N=24) were agreed to it and only 15 percent (N=18) respondents were not agreed to this opinion.

Table 14: facing problems from strangers in social media

Opinion	Frequency	Percentage
Yes	24	20
Sometimes	46	38.3
No	50	41.7
Total	120	100%

Yes	24	20
Sometimes	46	38.3
No	50	41.7
Total	120	100%

Table 14 indicates the facing problems from strangers in social media. It shows that the most of the respondents (41.7%, N=50) were not agreed to this statement, followed by 38.3 percent (N=46) were agreed to sometimes they facing problems from strangers in social media and only 20 percent (N=24) were said that they agreed to this opinion.

Table 15: Experience of frauds from social media

Opinion	Frequency	Percentage
Yes	34	28.8
No	70	59.4
Sometimes	16	11.8
Total	120	100

Table 15 reveals that Experience of frauds from social media. It shows that most of the respondents (59.4%, N=70) were not agreed to this opinion, followed by 28.8 percent (N=34) respondents were agreed to they have experienced of frauds from social media and only 11.8 percent (N=16) were sometimes they have experienced of this opinion.

Conclusion

In this paper of study reveals that social networking sites is an imperative tool of communication. The rapidly growing observable fact of the social media is the burning issue among the Indian youth as they are addicted to it. The Internet service providers and other authorities must take interest on this matter related to the negative impacts of social media on the youth. This paper indicates that facing problems from strangers in social media. The 86 percent of the youths were opined that social media is useful for getting information, knowledge and entertainment. Half of the respondents were also agreed that social site networking is helpful to get knowledge and current affairs of country. Some of them opined that using the social media sites is disadvantages such as headache, eye pain, less social interaction, cyber bullying, disconnects with family and wasting the time. This means social media impacts both positively as well as negatively too.

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