

# **Impact of Social Media and Youth – A Study of Impact of Social Media On Youth**

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## **Abstract**

The present study investigate the impact of social media on youth. Youth can be defined as the person who is comes between the age of 14 to 30. The world is so digitalized in the modern era. Young minds using various social media platforms. The present study intends to find out the influence of social media and the consequences of it. Social media is one of the largest digital platform with providing recreation, name and money. Many youth in the world largely using social media for various purpose. Hence the present study aims to sketches out the various influential elements with a sociological point of view.

**Keywords:** Social media, Investigate, impact, digital platform, recreation.

## **1. Introduction**

Human being naturally considered social species. When the man civilized he invented various technological aspects, among them mobile is one of the major invention by the man which provide lots of information and recreation. In the modern era adolescents are using more and more social media platforms for various reasons. It highly difficult to find out their lives without social media. It can be defined as websites and applications that enable users to create and share content or to participate in social networking. The definition related social media can be defined as social networking. People from across the globe using this platform for several reasons. In addition to that youth of India also largely using and participated in the social networking. However, the present study would like being the impact of social media on youth in the present scenario.

## **Methodology**

The research methodology of the present study reviewed many articles, books magazines related on impact of social media. The present study made an attempt to trace out the impact and consequences of social media on youth in the sociological point of view.

**Justification of the study**

The above mentioned review of literature shown that there is a research gap in existing studies and highlighted there is a need to make a new attempt to understand the impact of social media on youth and improvement is needed in the research gap.

**Objectives of the study**

Social media is eventually new concept for the study purpose. Youth are largely engaging in social media. It is highly important to study the impact of social media on youth to keeping following objectives.

- To assess the socio economic background of the respondents.
- To understand the impact of social media on youth with a sociological point of view.
- Explain the difficulties of using social media in a Global scenario.

**Study area**

For the purpose of the present study chitradurga Taluk of Chitradurga district has been selected. Chitradurga is considered economically, educationally less developed district of Karnataka state. It so the most underdeveloped district also. Keeping all this in mind, the present study would like to analysis the impact of social media.

**Study universe**

Totally 20 respondents have been selected for the study. In which 25 Girls and 25 boys have chosen respectively. Youth belong to both belongs to the urban area and this study study will not be included rural area youth. For the purpose of sample collection, the simple stratified random sampling method have been chosen.

**Tools and Techniques of Data collection**

Both primary and secondary data used for data collection. Magazines, articles, books e sources used are secondary data. For the primary data collection youth from chitradurga taluk has selected.

**Results and Discussion**

Based on the primary data collection the following findings have been found in the field.

- The present study shown that 30% of the youth belongs to Upper caste with 40000 to 1.50.000 income group. 40 % of the respondents belongs to OBC With 30000 to 125.000 Income group, 30% of the respondents belongs SC and ST category with 20000 to 1.00.000. Income group.
- Youth using social media about 4 to 5 hours in a day. 85% of the respondents are stated that they are spending lot of time in the social media. Which shows that youth are increasingly addicted in the social media.

- The present study found that 24 % youth are using YouTube , 26% respondents using Instagram, 33 % youth using Facebook , 17 % of the respondents using other platform of Social media. The above data shows that Meta related social media is ruling the world.
- Related influence of social media 78% of the respondents stated that, social media badly impacted on their education. 13% of the respondents opined that impacted on social relationships, 09% of the respondents revealed that , social media is depends on the mode of using. Some time it gives pleasures, recreation, joy and happiness. Overall 91% of the respondents stated that social media impact to their life style very badly.
- Related advantages and disadvantages of Social media 55 % of the respondents stated that there is a bad consequences form the platform. 45% of the respondents opined that there is advantage form thy social media.

## Conclusion

Of course social media impacted positively on Innovative thinking, content analysis, business, education and many more areas, yet the youth are not using this beautiful platform in a proper way. This is very important that how you utilize the social media platform. Many of the youth become celebrities by utilizing social media. However, youth of the present situation must understand that there is a positive impact in social media.

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