



# Social Media Impact on Youth: “Exploring the Positive Negative Dimensions in a Digital Age”

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**Abstract:** The aim of this research is to finding the impact of social media on youth between age 20-30 years. And sample size of this research is 40. Most of the responders are college going students. Nowadays social media is the need of youth. In past 20 years use of social media is rapidly increasing. The usage varies from education to healthcare to sports to fashion to communication to online shopping. Social media is used everywhere. This is survey type research data is collected by questionnaires. Research finds positive and negative impact of social media on youth. Which age groups are more active on social media as well as which gender is more active on social media and also find how many of them psychological effected by social media. And which social media platform youth used the most. And how many of them experience cyberbullying on social media.

**Key words:** Social Media, Youth, Impacts, Age Group, Psychological Effect, Cyberbullying.

## 1. INTRODUCTION:

Social media has both an upside and a downside. And when it comes to the social media effects on teens, there are significant pros and cons to take into account on the plus side, platforms like twitter, Instagram, and snapchat can be lifesavers for teens who feel isolated or marginalized, particularly lgbtq teens. In addition, social media helped teens feel more connected and not as lonely during the pandemic. On the plus side, platforms like, twitter, Instagram and snapchat can be lifesavers for teens who feel isolated or marginalized, particularly lgbtq teens. In addition, social media helped teens feel more connected and not as lonely during the pandemic. But the impact of social media on youth can also be significantly detrimental to mental health. In particular, social media and teen depression are closely linked. Furthermore, overuse of the apps exposes teens to cyberbullying, body image issues, and tech addiction, and results in less time spent doing healthy, real-world activities. And while the majority of parents believe they know what their child is posting on social media, according to a few research polls, a survey of teens found that 70 percent of them are hiding their online behaviour from their parents.

Most widely use of social media platform in India are Twitter, Instagram, Snapchat.

## 2. EFFECT OF SOCIAL MEDIA ON YOUTH:

### POSTIVE EFFECT OF SOCIAL MEDIA:

- **INCREASING KNOWDLEGE:** Social media indeed plays a role in increasing knowledge, but its impact depends on how it is used. here are ways in which social media can contribute to knowledge enhancement.



- **INFORMATION SHARING:** Social media platforms allow individuals and organisation to share a wide range of information, news, articles, and resources. this can expose users to new ideas, current events and educational content.
- **EDUCATION COMMUNITIES:** there are many online communities like Facebook, LinkedIn and reddit dedicated to various fields of knowledge. joining these communities can provides opportunities to learn from experts and enthusiasts.
- **SPREAD AWARENESS:** Social media can help in updating on trending topics, which can lead to exploration and learning about new subject or areas of interest.

#### NEGATIVE EFFECT OF SOCIAL MEDIA:

- **MENTAL HEALTH ISSUSE:** Excessive use of social media has been linked to increased rates of anxiety, depression, and loneliness among young people. comparing themselves to others and seeking validation through likes and comments can contribute to feelings of inadequacy and low self-esteem.
- **CYCBEBULLING:** Social media platforms can be breeding grounds for cyberbullying, where young individuals may be subjected to harassment, threats or public humiliation. this can have severed emotion and psychological consequences.
- **ADDICTION AND TIME WASTING:** Social media platforms are designed to be addictive, leading to compulsive usage. excessive time spent on social media can interfere with schoolwork, physical activity, and face to face social interaction
- **SPREAD HATES:** Exposure to harmful content such as violence, substance ideologies can negatively influence impression ate youth.

### 3. LITERATURE REVIEW:

Livingstone and bober (2003) research that social media increasing the generation gap as new generation use social media constant. Using excessive use of social media people also forgot their tradition and culture values.

Jeff & cain (2007) in research paper "Online Social Networking Issues Within Academia and Pharmacy Education" discusses Facebook as a tool that helps students establish their identities and find their "fit" within a college community. The centre of interest and substantial benefits of Facebook is assisting students in connecting, establishing a network, and staying in contact with old and new acquaintances. Making connections on campus that make students feel like they belong could be a key component in student retention. These features, combined with the numerous ways to communicate with their friends, make social networking sites particularly intriguing. Social networking services, while immensely popular, particularly among younger generations, are not without flaws. The usage of these sites is fraught with controversy, particularly in terms of privacy and addiction.

lusk (2010) said that social media is good tool for student for academic purpose. Through social media student can increasing their communication skill and enhance their knowledge. Student can take advantage of social media by using in learning skills.

Kappuswamy Sunitha & Narayan Shankar b.p (2010) investigate the impact of social networking sites on youth education in this research. According to the study, these social networking websites distract students from their studies, but they may also be beneficial to education when used in accordance with basic pedagogical principles and under the supervision of professors. Furthermore, the study suggests that social networking websites have both beneficial and negative effects on youth education, depending on one's desire to use it positively.

Junco et.al (2010) according his research social media are online websites, services, and practises that promote cooperation, community development, involvement, and sharing

Andre cited Ghulam. el.al (2010) According to his research, social media is a collection of internet-based applications that are built on the ideological and technological foundation of wed and allow for the creation and exchange of user-generated content.



Sherstha lucky (2013) characterised social media as a means of connecting individuals through creating, sharing, and exchanging information and ideas in virtual communities and networks.

Rice & Barman (2013) said that social media has a positive side those who experience any type of torture, harassment, violence, social media provide them platform to raise their voice and show reality.

Kyriaki et al (2013) investigates the association between problematic Social Networking Site (SNS) usage and personality traits and depressive symptomatology. A total of 143 Greek young persons aged 18 to 34 years old completed four questionnaires on personality traits, depressive symptomatology, problematic SNS usage, and socio-demographic variables. Problematic SNS use is correlated with depression and Neuroticism, but not with Agreeableness. However, problematic SNS use is unrelated to Conscientiousness, Openness to Experience, or Extraversion, despite the latter being found to be negatively related to depression. Personality traits, sadness, and daily average consumption account for around 33% of the variance in predicting problematic SNS usage.

Kulandairaj Jesu. a (2014) examines in his research that social media influences the opinion, lifestyle, powerful effect on youth. Youth can use social media as positive tool in their life.

Deborah Richard & Patrina HY Caldwell (2015) The literature on how social media affects children's and adolescents' health is reviewed. From the Medline, Embase, and PsycINFO databases, pertinent papers were found. The studies found that social media use had a negative impact on children and young people's mental health, particularly in the areas of self-esteem and wellbeing. They also found a link between social media use and negative body image and issues like cyberbullying and "Facebook depression." The nature of the young person is probably related to the difficulty in determining cause and effect. Little research has been done on how social media affects younger children. To identify people most at risk, more research is required.

V.akram & R. Kumar (2017) said that as technology advances, web-based social networking has become the norm for every individual, person, and group. Online networking has increased the quality and rate of coordinated effort for students.[8] Business employs internet networking to improve an organization's performance in several areas, such as meeting business goals and increasing the organization's annual offerings. Every day, young people are exposed to different forms of media. Social media has many benefits, but it also has some drawbacks that influence people negatively. False data can lead to disappointment in the training framework; in organisations, the wrong promotion can have an impact on productivity; internet networking can abuse the general public by compromising individuals' security; and some useless websites can have an impact on youth.

Khuranna n (2015) this research aims to create a high level of awareness among the youth exposed to such social networking sites, and the findings will not only show how negatively and positively the youth are affected by their use of these sites, but will also help the youth understand how to use these networking sites effectively

Damota Mulegeta (2019) said social media has both positive and negative effect. Social media gives so many opportunities in various field if use it appropriate.

Cookingham & ginny (2014) describe the role of social media in the evolution of social norms, to show how online activity can harm adolescent self-esteem and contribute to high-risk adolescent behaviours, to explain how this activity can have real-world consequences with long-term consequences, and to provide guidance on social media use for those who care for adolescents.

#### **4. Objectives:**

- To determine the youth's use of specific social networking sites.
- To analysis positive & negative impact of social media on youth.
- To analysis the psychological impact on youth.

#### **5. RESEARCH METHODOLOGY:**

This research has the quantitative approach is used in this report to investigate the research objectives. The sampling was done properly, and the method used to collect data was primarily questionnaires with closed-ended questions, as well as the use of tools such as pie charts and bar graph. The survey is conducted between the age 20-30 years youth in



appropriate manner. The survey contains 11 questions related to social media which show the impact. One question is related to which social media platform do youth used the most social media like X (formally twitter), Instagram, Snapchat. The survey is done within the area Delhi NCR. Mostly responders are the college going students the sample size of this survey is 30-40. Survey is done by google form.

### Design of the Study

This is quantitative research and in this survey type question is use to find the positive negative impact of social media.

### Limitation of the Study

The researcher believed that respondent information bias could marginally reduce the precision of findings.

### Data Analysis

Table 1. age group responders

age group	No of responders	Percentage
20-25	32	80%
25-30	8	20%

### Interpretation

According to the above table, 80% of responders are between the ages of 20-25 and 20% are between the ages of 25-30.

Table 2. gender wise responders

gender	No of responders	Percentage
Male	19	47.5%
Female	21	52.5%

### Interpretation

According to above table, there are 47.5% of male are responder in survey whereas 52.5% are female responders

Table 3. most use social media platform

Social Media	No of responders	Percentage
Instagram	33	82.5%
Snapchat	3	7.5%
X(formally twitter)	4	10%

### Interpretation

According to the survey, there are 82.5% Instagram users and 7.5% snapchat users and 10% are X (formally twitter). Means Instagram is most use social media among youth.

Table 4. positive impact of social media

Social Media Impact	No of responders	Percentage
Sharing information	38	92.5%
Gaining knowledge	30	75%
Building connections	34	85%
Create awareness	36	90%

### Interpretation

According to above table, positive impact is shown in the table in which 92.5% responders are thinking that social media is helping in sharing in information. 75% responders believe that social media help in gaining knowledge.

Table 5. Negative impact of social media

Socia Media Impact	No of responders	Percentage
Use as a tool to spread hate and negativity	32	82%



Tension between communities	28	70%
Effect health (eye sight, back pain, etc)	28	70%

**Interpretation**

According to above table which shows the negative impact of social media on youth, in the above table there is 82% responders think that social media use as a hate tool to spread negativity. 70% responders think that social media create tension between communities. And 70% responders believe that social media effect health.

Table 6. about social media

Using social media is	No of responders	Percentage
Waste of time	22	55%
Useful	18	45%

**Interpretation**

Above table show that how many responders thinks that using social media is waste of time so, there is 55% responders who thinks social media is waste of time. And 45% responders think social media is useful.

Table 7. cyberbullying and psychological effect of social media

Effect of social media	No of responders	Percentage
Experience of cyberbullying	12	30%
Psychological problem	31	77.5%

**Interpretation**

Above table show effect of social media on youth, there are 30% responders that experience cyberbullying on social media. And 77% responder believe that social media effect psychological problem.

**6. FINDINGS AND RECOMMENDATION:**

**Findings**

The study conducted to examined the impact of social media on youth.

- According to the above survey result shows that there are more responders between age 20-25 (80%) and there 20% responders between age 25-30. there are more female (52.5%) responders than the male (47.5%) responders, and there are 82.5% Instagram user, 7.5% snapchat user and 10% X(formally twitter). Study shows that there are both positive and negative impact of social media as well as study shows cyberbullying and psychological effect of social media. There are 55% responders who think using social media is waste of time.

**Suggestions**

- It is suggested that social media users recall the objective of utilising social media and continue to use informational sites while also being conscious of privacy risks associated with the usage of apps.
- youngsters should use their time wisely on social media for better social networking instead of wasting their precious time on informal chats and posts on Instagram, snapchat, X (formally twitter).
- Parents and guardian should check their children what are they doing on social media, are they facing any problem like cyberbullying any psychological problem while using social media.
- Youngsters should spread relevant time on social media and spread more time with their family and friends.
- If someone is facing any psychological problem while using social media, they should inform loved ones.

**7. CONCLUSION :**

According to studies, social media has both positive and negative effects on our youth. Youth must be clear about why they are using social media and how long they will stay online in order to benefit their personal and social networking goals. They should take care their privacy as well while using social media and use only for beneficial purpose and does not spread hate on social media. And youths must spread their time with family and family so that



they don't feel alone depressed or other psychological problem. Youth must use social media use for their gaining knowledge not for unnecessary way.

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