



INTERNATIONAL JOURNAL OF PURE AND APPLIED RESEARCH IN ENGINEERING AND TECHNOLOGY

A PATH FOR HORIZING YOUR INNOVATIVE WORK



SPECIAL ISSUE FOR NATIONAL LEVEL CONFERENCE "Technology Enabling Modernization of Rural India (TMRI- 2018)"

IMPACT OF SOCIAL MEDIA ON YOUTH: POSITIVE AND NEGATIVE

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Accepted Date: 19/03/2018; Published Date: 01/04/2018

Abstract: The present survey based study was conducted to analyze the impact of Social Media on the future generation. Survey was done on students of grade 8 to 12. Both girls and boys were included. The youth is the backbone of our nation and hence they were selected for this study. Social media is the prominent part of their life. Social media keeps them better connected and informed. There are many positive aspects, but there are equally as many dangers of using social networking sites. Youths were enquired on the way of using internet, why they use, different positive and negative uses and effects were observed and discussed. Social Networking has become addiction for some of them. Findings show that the majorly respondents admitted that they are influenced of social media use.

Keywords: Social networking Sites, use of internet.



PAPER-QR CODE

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Access Online On:

www.ijpret.com

How to Cite This Article:

Priya Vyas, IJPRET, 2018; Volume 6 (8): 85-91

INTRODUCTION

Social media shows impacts on adolescence life both positive and negative to its user. Social Media impacts upon young people where they become socialize and shares. Media is not about broadcast content from the TV; it is about using social networking sites. Now days people can search any information about people through various social networking sites like facebook, twitter, hike, what's app, etc. Social media is the prominent part of their life. Social media keeps them better connected and informed. There are many positive aspects, but there are equally as many dangers of using social networking sites. The addiction with these social networking sites makes people or youth unsocial and behavior changes may occur. Unfortunately youths are over dependent on the Internet in their regular activities and the overuse of the Internet causes damage and trouble in their daily life. This addition of using social media may cause severe damage to the health. To use social media through phone, during sleeping time with many youth keep their mobile phone under their pillow, radiations emit from cellular phone is the major cause of brain damage, headache, sleeplessness, and brain tumor too. The present study is based on the survey based study, where positive and negative impacts of social media and youth were discussed.

OBJECTIVES OF THE STUDY

1. To ask the different reasons of using social media.
2. To observe the impact of social media on the life of adolescent people.
3. To evaluate the impact of using social media, either positive or negative.
4. To recommend some measures to adolescent for the proper use of social media.

METHODOLOGY

The survey was conducted on teenagers from grade 8th to 12th in Vatsalya Public School, Mandsaur (M.P.), India in the academic year of 2017-18, month February. The purpose of this paper is to understand the positive and negative impact of social media on adolescence age group and to see whether it affects the regular life and success of teenagers. There were some questions designed to explore the purpose indicated above in the survey. Students were collected in a hall to enquire following questions. The respondents gave the answers, which were recorded on a sheet.

Some of the survey questions were as follows:

- What is the purpose of using social media?
- What are negative effects of using social media on their life?
- What are positive effects of using social media on their life?
- What is the effect of using social media on face to face family communication?
- What do they use to use social media, either mobile phones or systems?

OBSERVATION

Purpose of using Social Media

Youth are dependent on social media and they use it for different purposes. The purpose may be either beneficial or harmful for adolescence stage. General purpose of using media by youths is different. As per our investigation, youth has revealed that they generally use it for sharing data and their works, to search information, to read newspaper, online booking of tickets and hotels, for news update, watching movie, for video call, etc. and these purposes of using social media may be beneficial for them.

On the contrary, some youth use social media for chatting and time pass purpose. They use social media for their enjoyments beside this some of them watch restricted media.

Negative Impact of Social Media

Unhealthy life style

Teenagers and youth are influenced by social media. Most of them are heavily enmeshed in social media in their mobile phone. Many students has admitted that after school, most of the time they spent with mobile phones to use social media.

Because of excessive use of social media, they revealed that they are facing many negative impacts on their life style. Negative effects of social media, which are commonly faced by teenagers and youth, are difficulty in learning and concentrating, feeling stressed or anxious, becoming irritable. They are affected with health issues such as acne and viral illnesses, unhealthy eating and weight gain.

Eating Disorders

Many students have admitted that they are prone to use social media. Frequently they use different social networking sites. Chatting and video calls are very common now days. To do above mentioned things, students generally avoid their other works. Even, they eat in hurry, so that they can get more time to chat their online friends. Their eating habits has become irregular, they take improper diet, do not chew food properly and in hurry , they swallow the food, they prefer junk food over nutritious diet.

All these inappropriate eating disorders, lead to indigestion, vomiting, uneasiness, nutrient deficiency and obesity.

Unsocial behavior

Social media is becoming ever more intertwined in our lives and relationships. Parents and children all spend too much time with social media. Many students have told that their parents

have no time for them. Parents are more involved in using social media, online shopping, chatting, sharing, etc. As parents are busy with their mobile phones so they are not able to spare proper time with their kids. Kids learn from parents so children are also involved in such nonsense activities. Parents and kids sit together but not share anything because they are sharing their privacy with social media.

Social networking influenced your relationships with friends and family in many ways like it lacks emotional connection, gives people a license to be hurtful, decreases face-to-face communication skills, conveys inauthentic expression of feelings, diminishes understanding and thoughtfulness, facilitates laziness, reduces family closeness, causes distractions.

This indicates that family relationships are at greater risk. Health is also affected, children comes under mental trauma, pressure, anger and depression cause severe diseases.

Social Media Addiction

According to Young (1) social media addiction may be Cybersexual addiction that is the youth spends most of his time in surfing adult websites for cybersex and cyberporn. Many adolescence are involved heavily in online/cyber relationships. This kind of addiction is destructing their minds and making them physically, mentally and sexually weak. Many addicts exhibited obsessive online gambling and shopping. This is very common now days. Many addicts displayed compulsive web surfing and database searches. Not only small kids, every age group has computer game addiction, they are becoming obsessive online game players.

Insomnia and Depression

These are the most common negative consequences to all this social media use. Young adults spend more time on social media, they experience sleep problems and have symptoms of depression. Using questionnaires to determine social media use and established measurement students were asked about depression and sleep disturbances. They have shared that they frequently use Facebook, YouTube, Twitter, Google Plus, Instagram, Snapchat, Hike. On average, the adolescence people visited social media accounts 30 times each week and used social media more than an hour a day.

Most of them had high levels of sleep disturbance. People who checked social media more frequently or spent more time spent on social media were more likely to experience sleep problems than those checking less frequently or spending less time. Adolescence people who are depressed could be turning more to social media or exposure to social media could contribute to depression. "Wasting time" on social media could increase the risk of negative interactions or cyber-bulling. (2-3)

Hormonal Disturbances

40% Students revealed that they spend more time with social media, and have become obese and affected with cardiovascular diseases, which leads to depression. Mood swings depend on negative and positive responses from using social media. This is directly associated with disturbance in dopamine level in body. (4). Neuro endocrine system and immunity power is also becoming low. Responses from social media affects the brain activity and hormone secretion. Hormonal imbalance leads to obesity, cardiovascular disorder and depression.

Spoiling Adolescence hood

Chatting, Video calling, text messaging, etc. are very common now days. Youngsters come in contact with unknown people and through communication on regular basis with them, they become addicted to that person. This addiction cause hormonal changes, sometimes it cause mental illness. Teenagers use social media in abusive manner, which is very awful. They try to find their partner, and spend most of their time on chatting with them. This is online now days' cheating to each other is very common. This cause depression and sometime they can take any hazardous actions too.

They upload posts and photos on social networking sites to incite jealousy in others, often former partners, and lead to jealous feelings for some teens. (5) Sometimes their photos are misused, as described by most of our students in present survey based study. Teens are more involved in wasting their time in above mentioned activities which is certainly spoiling their time and development.

Fraud Transactions

Social media data is a more useful tool for ecommerce. But online fraud is very common.

Positive Impact of Social Media**Social Awareness**

Adolescent discover new information, explore ideas, express themselves, and be interconnected through social media. Using social networking sites they share their voice. They can make pages for posting or sharing blogs or messages. Social media is a great platform for them, where they can share cultural and political views. With news channel, information available online make them aware about what is happening around the world. This is a complete grooming platform for such age group.

Educational Benefits

Teenagers use social media to find material for their assignments and projects. It is the best platform for them to share and discuss ideas, plan and delegate tasks, and upload and provide feedback on completed works. Social media is the best educational resource on YouTube and Wikipedia lots of information is uploaded. Sites like YouTube is very helpful for educational

videos that help teenagers to develop or refine various skills, such as cooking, fixing household items, or speaking other languages by using which adolescent can improve their reading and writing skills.

Skill Development

Through using social networking sites, teenagers learn to confidently interact in a range of different social contexts online, which is essential to their digital development. Many teens are socially awkward. Social media gives them the chance to groom their social skills. Other benefits include social confidence, heightened literacy in the media, and more social support.

Creativity Enhancement

On social media, teenagers share their new ideas, creativities, their share their skills of dance, cooking, painting, etc. Other can learn from these uploaded videos.

Interconnectivity

Social media provides them necessary freedom to self-discover. In the online world, teenagers feel comfortable to discuss various issues related to depression, mental health, sexuality, and reproductive health. Teenagers, who feel shy in interacting with others, feel more comfort in establishing online relationships that are based on mutual trust and empathy, which can have truly positive effects on their health and wellbeing.

Online Shopping

Many students are agreed on this point that online shopping sites are like a gift for them. Their study schedule is very hectic so they do not want to waste their time to go to market to purchase their different types of books, stationary material, dresses, toys, games. Moreover, many things are not available in market or if student belongs to small town then it's hard to find good material their sometimes. So online shopping is the best option for them where from their home only they can purchase the things of their choice.

Job and College Search

Social media is the best option to find job after 10th or 12th also. And to search the best college option of different degree courses.

EXAMS AND RESULTS

Students can know about different exam timetable and schedule through portal websites. Results are also declared online.

CONCLUSION

Every coin has two sides. Social media has also sides positive and negative. It depends upon our needs or situation that in which manner we are using it. Teenagers should be under observance

of their parents whenever they use social media. If social media is used in positive manner then certainly it's like a gift of science to us to make our life easy.

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