

**A STUDY ON HOW SOCIAL MEDIA INFLUENCE YOUTH
SOCIETY WITH SPECIAL REFERENCE TO KOTTAYAM
DISTRICT**

*Project report submitted in partial fulfilment of the requirement for
the award of*

Bachelor's Degree in Commerce

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CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by Parvathy Nandakumar (Reg. No.180021067531), Pournami Sreekumar (Reg. No. 180021067533), Rasiya Salam (Reg. No. 180021067534), Rincy P Reji (Reg. No. 18002106738), of B.com semester VI, in partial fulfilment of the requirements for the award of the bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

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DECLARATION

I do hereby declare that the project titled “A STUDY ON HOW SOCIAL MEDIA INFLUENCE YOUTH SOCIETY WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT” is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of Ms Christy Achu Chandy, Assistant Professor, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.

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CONTENTS

TABLE NO.	TITLE	PAGE NO.
	LIST OF TABLES	
	LIST OF FIGURES	
I	INTRODUCTION	9
II	THEORETICAL FRAMEWORK & LITERATURE REVIEW	15
III	DATA ANALYSIS AND INTERPRETATION	24
IV	FINDINGS, SUGGESTIONS, CONCLUSION	38
	BIBLIOGRAPHY	41
	APPENDIX	43

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
1	GENDER OF THE RESPONDENTS	25
2	AGE OF THE RESPONDENTS	26
3	SOCIAL NETWORKING SITES USED BY RESPONDENTS	27
4	TIME SPENT	28
5	USE OF SOCIAL NETWORKING SITES	29
6	PERSONAL BENEFIT OF USING SOCIAL NETWORKING SITES	30
7	DISADVANTAGE OF USING SOCIAL NETWORKING SITES	31
8	PRIVACY POLICIES ARE EFFECTIVE IN SOCIAL NETWORKING SITES	32
9	ACCEPTANCE OF STRANGERS IN SOCIAL NETWORKING SITES	33
10	IMPACT OF OVERALL WELLBEING IN SOCIAL NETWORKING SITES	34
11	EMOTIONS EXPERIENCE IN SOCIAL NETWORKING SITES	35
12	EMOTIONS IMPACT ON OVERALL WELLBEING	36

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
1	GENDER OF THE RESPONDENTS	25
2	AGE OF THE RESPONDENTS	26
3	SOCIAL NETWORKING SITES USED BY RESPONDENTS	27
4	TIME SPENT	28
5	USE OF SOCIAL NETWORKING SITES	29
6	PERSONAL BENEFIT OF USING SOCIAL NETWORKING SITES	30
7	DISADVANTAGE OF USING SOCIAL NETWORKING SITES	31
8	PRIVACY POLICIES ARE EFFECTIVE IN SOCIAL NETWORKING SITES	32
9	ACCEPTANCE OF STANGERS IN SOCIAL NETWORKING SITES	33
10	IMPACT OF OVERALL WELLBEING IN SOCIAL NETWORKING SITES	34
11	EMOTIONS EXPERIENCE IN SOCIAL NETWORKING SITES	35
12	EMOTIONS IMPACT ON OVERALL WELLBEING	36

CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

The word 'social media' means collection of application (Facebook, Twitter, WhatsApp, LinkedIn, or Youtube etc.) and websites that link people to share information and aware people about any event through social networking from the beginning of 21st century, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of introduction 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 and give comments by video conferencing. People of different culture can also use social media to get information about other countries. Social media influence addesent's life; it has both positive and negative impacts. Student use social media for learning purpose, for entertainment, and for innovation.

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an on-going process to identify the nature of these influence in every society and country specially on youth .this study also focused the influences of social media on youth .Social media having various impacts on youth's life in both ends some time impacts are in the favour of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communication

Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these

social sites impact the lives of our youth in a society a great deal in terms of morals, behavior and even education-wise.

Social media is the majority new access of media and using different source of structures and appearances. It contain many services on a single chain like as communicating ,messaging, pictures sharing , audio communication and video messages fast publish connecting with worldwide. It is also the low price and speedy contact in the earth so it contains importance and more value among all ages of people. Its utilization is increasing rapidly. Greater part of youth is moving quickly from electronic media like TV audience and radio lovers to the social communication by social media off all ages. In order to have better understanding of the influence and effect of social networks such as Facebook, Twitter and blogging should know its effect and impacts as well.

1.2 OBJECTIVES

The main objective behind the selection of this topic is to analysis the effect 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, online shopping.

- To study the influence of social media towards youngsters.
- To explore the usage of social networking sites among youth.
- To study the type of social issues discussed over social networking sites.
- To understand the awareness level of usage of different social networking sites.

1.3 STATEMENT OF THE PROBLEM

Social media and youth are widely discussed worldwide due to the advancement of technology. The advancement of social media which involves social networks are very much popular among youth especially Facebook, Twitter, Instagram, etc. Though these have huge positive impact among youth it also has negative impacts. This apparently affects the personal life styles of youth in creating social distrust where they have aggressive, threatening behaviour. Most often while using social media it has the higher risk of cyber bullying when someone sends threatening messages or discussions. Sharing too much of information posts, pictures, which leads to privacy issues of theft is common while updating the status. Spending more time in online often they do not pay importance to face to face communication and rely on cyber communication.

1.4 SIGNIFICANCE/IMPORTANCE OF STUDY

This study is expedient to apply social media in right direction for youth and create cognizance among youth that proper use of social media become a solid tool educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youth it also create an responsiveness that how it is effecting the social life that deteriorate social norm, society standards and ethics of society and create awareness among youth the aspects of social media.

1.5 SCOPE OF SOCIAL MEDIA

Not a single person deny the popularity and significance of social media these days because for last one decade people irrespective of their age and gender using different social media platform for countless reasons.

This shows the scope of Social Media and Its reach to everyone. The users of Twitter and Facebook have grown much quicker and grab their attention enormously. This is the reason people of all ages using this platform for their likeness and personal convenience.

However, the most encouraging element that has been observed is the use of social media by every nation either they are developed or under-developed. And this increases the scope of social media for all those people who are seeking their carrier in Social Media.

According to experts most of the individuals consider this platform for getting a recent update regarding the current economic, political, social and international events.

1.6 METHODOLOGY OF THE STUDY

Research in common parlance refers to research for knowledge. It aims at discovering the truth. It is the search for knowledge through objectives and systematic method for finding solutions to problem. According to Clifford Woody “Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing, and evaluating data, making deductions and research conclusion and at last carefully testing conclusion to determine whether they fit the formulating of hypothesis”.

1.6.1 METHODS OF DATA COLLECTION

The data can collected through two types is as follows:

- Primary Data
- Secondary Data

Primary Data

Primary data will be composed by administering prepared survey on the respondents. Primary data is the data gathered for the first time by the researcher himself. It is the original data collected directly from the sources. Primary data is like raw material. Data collected this way is called primary data.

- Questionnaire

Secondary Data

Secondary data are the second hand information. The data which have already been collected and processed by some agency or person and are not used for the first time are termed as secondary data.

- Website
- Publications
- News paper
- Magazine

1.6.2 SAMPLE SIZE

In this survey the sample size decided was 50 respondents.

1.6.3 AREA OF THE STUDY

This study is mainly conducted on Kottayam district as people belonging to different classes and categories can be found in Kottayam district and the collection of data would be easier.

1.6.4 SAMPLING TECHNIQUE

The sampling technique used for the study is convenience sampling.

1.6.5 TOOLS FOR ANALYSIS

For analysis and presentation of collected data, tools like tables, pie charts, bar diagrams etc. were used. The data was analysed using percentage analysis.

1.7 LIMITATIONS OF THE STUDY

- The area of study was limited to Kottayam Municipality, so the result cannot be generalised.
- Sampling error can be obtained.
- Another expected limitation is that the youth might fail to give correct information on the basis of invasion of their privacy.
- Many people did not take keen interest in filling up questioner.

1.8 CHAPTERISATION

1. Chapter 1- INTRODUCTION
2. Chapter 2- LITERATURE REVIEW & THEORITICAL FRAMEWORK
3. Chapter 3- DATA ANALYSIS AND INTERPRETATION
4. Chapter 4- FINDINGS, SUGGESTIONS & CONCLUSION

CHAPTER – 2
LITERATURE REVIEW & THEORTICAL FRAMEWORK

2.0 INTRODUCTION

Social media is the integration of digital media including combination of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purpose. The digital environment can include the internet, telecoms and interactive digital television. The web is becoming part of general business for communication, sales and services. It is changing business practices. Its technical limitations affect the amount of material and speed of access to material. The web primarily depends on phone line connections, so the better these are across a territory, the more reliable the service. The inherent limitations of passing large amounts of digital information down phone lines have affected the type and quality of media that can be used effectively, as well as the nature of the interaction allowed by the web. There are ways to increase the performance by improving the technical limitations which depends on having a readily available infrastructure that can deliver more data faster and reliably, called Broadband.

2.1 HISTORY OF NEW MEDIA

New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Most technologies described as new media are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs.

Until the 1980s media relied primarily upon print and analog broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the Internet and Video games. Andrew L. Shapiro (1999) argues that the “emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources” (Shapiro cited in Croteau and Hoynes 2003:322). W. Russell Neuman (1991) suggests that whilst the new media have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication" (Neuman cited in Croteau and Hoynes 2003: 322).

2.2 LITERATURE REVIEW

Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra had studied A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH in May 2017. They presented paper in “International Journal of Current Research”. The study was conducted in and around Dharwad district of Karnataka. Random sampling method was used for the study. The total sample size was 50 including both boys and girls. The collected data were tabulated, analyzed by using frequency, percentage, index and correlation. Most of the respondent were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male followed by 36.00 percent were female. Most (64.00%) of the respondents were studying graduation followed by PUC and diploma (36.00%).90 percent of respondents use internet for doing assignment and searching class notes. Next most of 74 percent of respondents are used to download lot of music, videos and movies from the internet. Majority 70 percent of respondent love watching videos whenever connected to internet followed by 68 percent of respondents is addicted to online games. Large majority 60 percent of respondents opined that they use social media like Facebook, Twitter, Instagram and WhatsApp to upload videos and photographs.

Shabnoor Siddiqui and Tajinder Singh from Raipur, India had done the study on “Social Media it’s Impact with Positive and Negative Aspects” the paper was presented in International Journal of Computer Applications Technology and Research in the year 2016. For their study they analyzed the impact of social media on various fields like education, business, society, youngsters etc. In the conclusion area they had added some statements like, As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day, Business uses social media to enhance an organization’s performance in various ways such as to accomplish business objectives, Youngsters are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively, false information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people’s privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. At last their key conclusion is Use of social media is beneficial but should be used in a limited way without getting addicted.

Annapoorna Shetty, Reshma Rosario, Sawad Hyder had studied the impact of social media on youth on October 2015. Their objectives were to understand the awareness level of usage of different social networking sites, to search level of trust over information received from social media, to understand various problem of it and to check behaviour of youth towards social media. For the study they were asked 100 respondents to fill up the questioner. By asking various questions like necessity, positivity, helpful in education, helpful to get knowledge etc they derive to conclusion that if social media use in positive manner then it can develop youth’s career, skill, life style and so on.

Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe had studied AN IMPACT OF SOCIAL NETWORKING SITES ON YOUNGSTERS

in December 2014. Their objectives were to understand the awareness level of usage of different social networking sites, to study the type of social issues discussed over social networking sites, to find out the relevance of information received from social networking sites, to know the impact of social networking sites on youngsters. For the study purpose they use questioner. Their conclusion was Social Networking sites are very popular among the youths with the majority of them stating that they are active members of social networks.

2.3 INTERACTIVITY AND THE NEW MEDIA

The convergence of new methods of communication with new technologies shifts the model of mass communication, and radically reshapes the ways we interact and communicate with one another. Interactivity is present in programming work, such as video games. It's also viable in the 18 operation of traditional media. In the Mid 1990s, filmmakers started using inexpensive digital cameras to create films. It was also the time when moving image technology had developed, which was able to be viewed on computer desktops in full motion. This development of new media technology was a new method for artists to share their work and interact with the big world. Other settings of interactivity include radio and television talk shows, letters to the editor, listener participation in such programs, and computer and technological programming. Interactivity can be considered a central concept in understanding new media, but different media forms possess different degrees of interactivity and some forms of digitized and converged media are in fact not interactive at all. New media have created virtual realities that are becoming virtual extensions of the world we live in and it changes continuously because it is constantly modified and redefined by the interaction between users, emerging technologies, cultural changes, etc.

2.4 SOCIAL MEDIA AND THE YOUTH

There has been a virtual explosion of the use of technology in making interpersonal connections. This is particularly the case for young people. As early as elementary school, many students are carrying cell phones. With ready access to the internet and mobile phone technology, social networking has become a phenomenon of unprecedented proportions and is expanding the concept of a social network. As Bryant, Sanders-Jackson, and Smallwood (2006) stress: -Socially interactive technologies (SITs), such as instant messaging and text messaging, are beginning to redefine the social networks of today's youth. By offering fast-paced, inexpensive, online communication, SITs 19 allows for new online youth social networks to form and evolve. New text-based technologies are picking up where phones left off. Email and text messaging allow for rapid, asynchronous communication within one's peer network: IM allows for synchronous communication among many friends at once. Because so much of the discussion about the use of technology for connecting interpersonally uses the term social networking, we need to begin by looking at the concept of a social network. A social network is a social structure made of individuals (or organizations) called

nodes, which are tied by one or more specific types of interdependency. Personal and organizational social networks are common among those who have shared interests, attitudes, beliefs, kinships, and needs. Youth subculture groups in neighborhood and on school campuses provide long-standing examples of social networks. Today, open and restricted access social sites are burgeoning on the internet. Most establish networks of diverse members from a wide geographic spectrum who learn about each other and about a variety of topics and have numerous interchanges. Sites allow members to design personal profiles, blogs, and forums that reflect direct expression of images and statements they want to convey. As described by Livingstone (2008): -Social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. From the user's viewpoint, more than ever before, using media means creating as well as receiving, with user control extending far beyond selecting ready-made, mass-produced content. As youth culture assimilates communication technology, the rapid pace of change makes it difficult to grasp the nature and scope of what is happening, never mind appreciating all the positive and negative implications. There are suggestions that the changes are fundamentally transforming the concept of community. These and a host of other matters related to youth and social networking through new technologies are topics for on-going exploration and discussion.

2.4.1 Social Media in the Eyes of Youth

Social Media platforms are the only place where a person can share a his\her unique character and grabs the attention of users without putting additional exertions.

According to Statista (2018), the number of social network users increasing gradually with a consistent rate that means the popularity of these platform prevailing considerable importance globally. That's why Social Media is in the Eyes of Youth because there is a wide scope of Social Media for them.

The young adults make use of these platforms consistently for numerous purposes. Therefore, these organizations make it user-friendly for their clients and provide new exciting stuff that keeps their interest on the utmost level.

2.4.2 Social Media in the Eyes of students

According to the student's social media platforms is a platform where they can share their personal views, feelings, perception regarding the current or previous events and for their beloved ones.

Most of the students create a proper group and share notes, important guidelines, lectures, and other study materials that were given by their teacher or professor. By making use of social media students can easily get the information regarding international universities through reviews that help them to pick the right institute for their academic session.

2.5 USE OF SOCIAL MEDIA

In 2006, Bryant, Sanders-Jackson, and Smallwood reported that the main findings related to youth use of socially interactive technologies were:

- Youth are using new interactive technologies (SITs) to enhance communication among friends and family, to make plans with one another, and to maintain social contact outside of their day-to-day face-to-face conversations.
- These technologies have been adopted by teens relatively quickly because IMing and Text messaging are more convenient, less expensive, and faster than traditional technologies.
- Research in this arena has shown that although preference for using SITs to communicate is definitely on the rise, and the use of SITs has surpassed that of email, youth still tend to hold in-depth, important conversations offline.

2.5.1 ABOUT SOCIAL NETWORK SITES

Social network sites across the world are growing at dizzying rate. For example, a July 2010 report in the New York Times indicates that Facebook has surged from 200 million to nearly 500 million users in the last 15 months. Available evidence suggests that most internet users probably visit social network sites daily or at least every other day (Ofcom, 2008), and young people lead the pack. As defined by Boyd and Ellison (2007), social network sites are web-based services that allow individuals to:

- Construct a public or semi-public profile within a bounded system.
- Articulate a list of other users with whom they share a connection.
- View and traverse their list of connections and those made by others within the system.

The nature and nomenclature of these connections may vary from site to site. These researchers go on to emphasize that while the terms "social network site" and "social networking sites" often are used interchangeably, they differ in emphasis and scope. They stress that: Network emphasizes relationship initiation, often between strangers, while networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication. What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal. On many of the large 22 social network sites, participants are not necessarily networking or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network.

2.6 SOCIAL NETWORKING SITES CAN ENHANCE LEARNING AND SAFETY

2.6.1 ENHANCED CONNECTEDNESS ENABLES AFFIRMATION OF SELF, INCLUSION, AND STATUS

Researchers have emphasized a range of potential psychosocial benefits. Here is a sampling: Livingstone (2009) emphasizes that at the heart of the explosion in online communication is the desire to construct valued representation of oneself which affirms and is affirmed by one's peers. Survey data indicate that 48% of youth said that they use the Internet to improve their relationships with friends, and 32% said that they use the Internet to make new friends (Bryant, Sanders-Jackson, & Smallwood, 2006). Research by Valkenburg and Peter (2007) suggests that: Internet communication is positively related to the time spent with friends and the quality of existing adolescent friendships, and via this route, to their well-being. These positive effects may be attributed to two important structural characteristics of online communication: its controllability and its reduced cues. These characteristics may encourage intimate self-disclosure, because intimate self-disclosure is an important predictor of reciprocal liking, caring, and trust, Internet-enhanced intimate self-disclosure may be responsible for a potential increase in the quality of adolescent's friendships. 23 And Lee (2009) reports that those who had established strong social relationships at earlier ages were more likely to use online communication, which in turn predicted more cohesive friendships and better connectedness to school. Nutley (2009) stresses that it is clear from the research that participants online network use provided them with opportunities to participate in society in ways that were social, economic, cultural, civic, and educational. In this way online network use had supported all of the participant's social inclusion. Hundley and Shyles (2010) conclude that, in terms of socializing and staying connected with peers with digital devices, particularly social network sites, a large friends list is a pride object with many teenagers the number of people on their friends list equates to popularity and perceptions of likeability.

2.6.2 CONCERNS RAISED INCLUDE:

There are dangers associated with social networking including data theft and viruses, which are on the rise. The most prevalent danger though often involves online predators or individuals who claim to be someone that they are not. (From: What is Social Networking- <http://www.whatissocialnetworking.com/>) A range of concerns have been discussed about young peoples' use of social network sites and mobile phones (e.g., Erdur-Baker, 2010; Fortunati, 2002; Livingstone & Helsper, 2010; Home 24 Office, 2008; Madden & Lenhart, 2009; National Cancer Institute, 2010; Olsen, 2010; O'Sullivan & Flanagan, 2003; Ship, 2010; Vandebosch & Van Cleemput, 2009). And, of course, concerns are intensified because of the propensities of youth for exploration and risk-taking. The most prominently discussed concerns all revolve around personal risks such as:

- Exposure to and contact with inappropriate content and people (e.g. pornography, violent, racist/hate-filled material, sexual predators, cyber bullies, happy slapping)

- Risky disclosure of personal information (e.g. unguarded sharing of private data with unknown people)
- Negative impact on social and emotional development(e.g., interacting beyond one's level of maturity and ability to be responsible; increased exposure to peer pressure to keep up and conform; use of technological communication to avoid face-to-face interactions; use of mobiles phones as an inappropriate symbol to gain status
- Sugiyama, 2006]; contamination of values)
- Texting while driving increases risk of accidents
- Computer contamination (e.g. virus invasions)
- Cell phone health risks (e.g. a few research studies [National Cancer Society, 2010 Science Daily, 2008] have suggested that heavy cell phone use may increase the risk of cancer)

In addition to the above, teachers are raising concerns about a negative impact on writing skills. Students are integrating texting or instant messaging lingo into school work. More generally, schools are in a dither about how to control use of cell phones and texting during school hours and how to counter their use as a device to aid cheating. 25 Concerns, of course, often are in the eye of the beholder. That is, actor and observer have different perceptions.

2.6.3 IMPLICATIONS OF SOCIALLY INTERACTIVE TECHNOLOGIES FOR SCHOOLS

There are real concerns about social network sites. As Tynes (2007) states:

“We may do adolescents a disservice when we curtail their participation in these spaces, because the educational and psychosocial benefits of this type of communication can far outweigh the potential dangers. These benefits include developing cognitive skills that are consistent with those required in educational settings and perspective-taking skills that are necessary for citizenship in an increasingly multiracial society.”

The implications for schools of students using socially interactive technologies are twofold:

- The technologies provide significant opportunities to enhance learning and other positive outcomes, and
- They also present significant challenges as reflected in the concerns discussed above.

2.6.4 USE FOR ENHANCING LEARNING AND PSYCHOSOCIAL DEVELOPMENT

Many schools and colleges are embracing social network sites and other internet and computer tools to enhance instruction, collaboration, and professional development (Davis, 2010; Ito, Horst, Bittanti, Boyd, Herr-Stephenson, Lange, Pascow, & Robinson, 2008; Patchin and Hinduja, 2010; SafeTeens.com). Educational institutions are using social network sites (along with Skype) to create chat-room forums and groups to discuss and clarify, provide a range of extra supports for learning, and 26 facilitate communication with families (especially those for whom face-to-face meetings are difficult). Some schools are using smartphones to enable students to instant-message peers and teachers with questions

related to homework and to clarify difficult material. Social interactions through technology also can be an aid for students and families who are shy or overly anxious in social situations (Pierce, 2009). More generally, social site networks may be of use in enhancing relationships between teachers and students (Mazer, Murphy, Simonds, 2007). With respect to psychosocial development, researchers have suggested that participation on social network sites influences such matters as identity formation and social skill development. A recent study suggests such participation may have positive effects with respect to how youth cope with emotional distress such as grieving following someone's death (Williams & Merten, 2009). For older students preparing for the workplace, the sites offer opportunities to enhance technical skills and enable networking with professionals for internship and job opportunities. Moreover, a recent study suggests a relationship between use of Facebook and staying in school (Morris, Reese, Beck, & Mattis, 2010). And school professionals are creating learning communities and communities of practice for sharing and continuing education (e.g. educational blogs, e-portfolios, formal and ad hoc communities, chats, discussion threads, and synchronous forums). For teachers, social network 27 sites are another avenue to open the classroom door and end the traditional isolation (and often alienation) many experience.

2.6.5 CHALLENGES FOR SCHOOLS MEET

Schools, however, are just beginning to cope with challenges stemming from the concerns that accompany such use. A first impulse for many has been to establish controls against personal use of social communication technologies during the school day. Increasingly, the trend is to focus in on specific areas of concern. Others have raised the concern that overreliance on technological communication can interfere with developing effective face-to-face interactions (Pierce, 2009). For staffs that are ready to capitalize on social network technologies, another challenge is the wholesale internet filtering and blocking that so many schools still do. Models for creating safe social network sites to enhance learning are emerging

2.7 THE FUTURE OF SOCIAL MEDIA

As new media become embedded and indispensable throughout society, culture, and the economy, perhaps the biggest challenge to new media studies will be the need to shift away from thinking of ICTs as extraordinary, and to accept and study them as normal or banal. To do so requires a better balance between micro- and macro-level research, in which both individual experience and whole-society/institutional influences are brought together to produce more robust accounts of the role and significance of new media in society. What has made new media new the on-going process of technological and cultural adaptation, reinvention, and 37 recombination is still going strong, but user's expectations of stability and reliability are likely to lead in the short term to more regulation, standardization, institutionalization, and centralization of control.

As just one example, concerns about digital media as cultural heritage, and the need to keep legal and social records into the future, may compel more scholars to study the

collection, preservation, restoration, and access to new media archives, just as we do for books, audio recordings, films, and other documents. These processes involve both individual action and institutional resources, and to study them properly we must expand our theoretical and methodological repertoires.

CHAPTER – 3
DATA ANALYSIS AND INTERPRETATION

Gender of the Respondents

Table 3.1

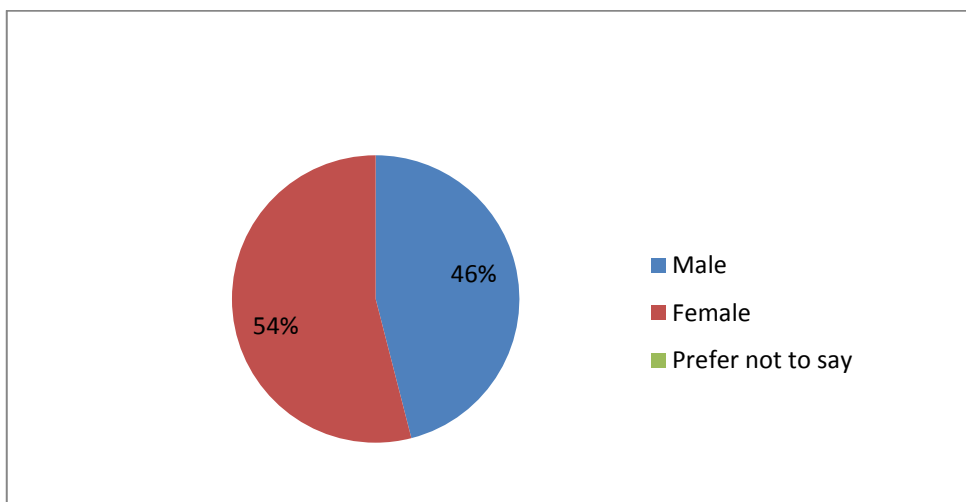
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Male	23	46%
Female	27	54%
Prefer not to say	-	-
Total	50	100%

(Source-Primary Data)

INTERPRETATION

The above table shows that gender of the respondents. The study shows that 54% of the respondents are female and 46% of the respondents are male.

Fig 3.1 GENDER OF THE RESPONDENTS



Age of the Respondents

Table 3.2

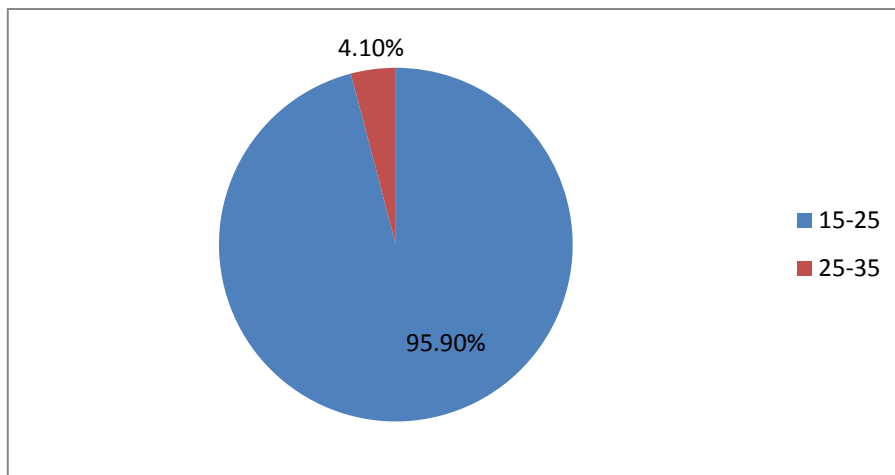
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
15-25	47	95.9%
25-35	2	4.1%
Total	50	100%

(Source-Primary Data)

INTERPRETATION

The above table shows that percentage of respondents age limit. The study shows that 95.90% of the respondents fall under age limit of 15-25.

FIG 3.2 AGE OF THE RESPONDENTS



Social Networking Sites used by the Respondents

Table 3.3

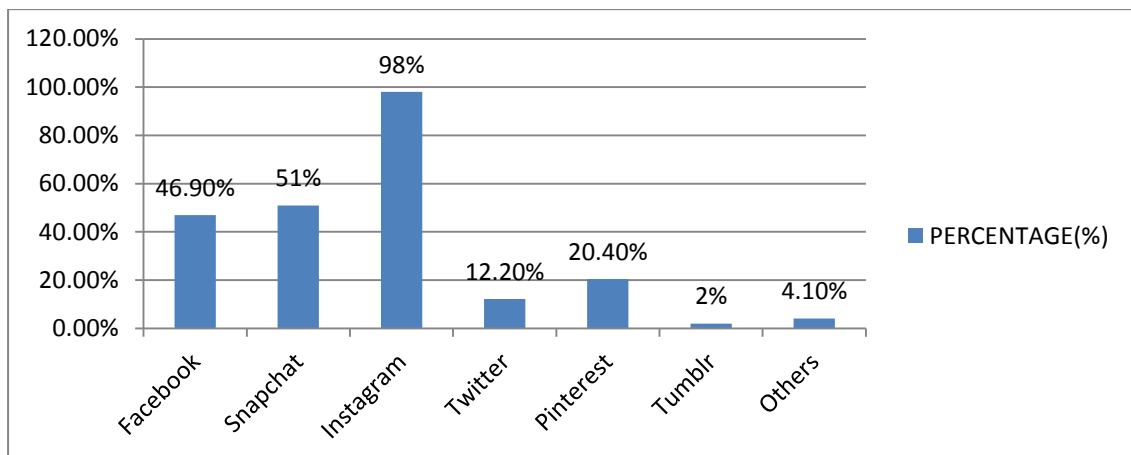
PARTICULARS	RESPONDENTS	PERCENTAGE ()
Facebook	23	46.9%
Snapchat	25	51%
Instagram	48	98%
Twitter	6	12.2%
Pinterest	10	20.4%
Tumblr	1	2%
Others	2	4.1%

(Source- Primary Data)

INTERPRETATION

The above table shows that social networking sites used by the respondents. The study shows 98% of the respondents are using Instagram and 2% are using Tumblr.

FIG 3.3 SOCIAL NETWORKING SITES USED BY THE RESPONDENTS



Time Spent

Table 3.4

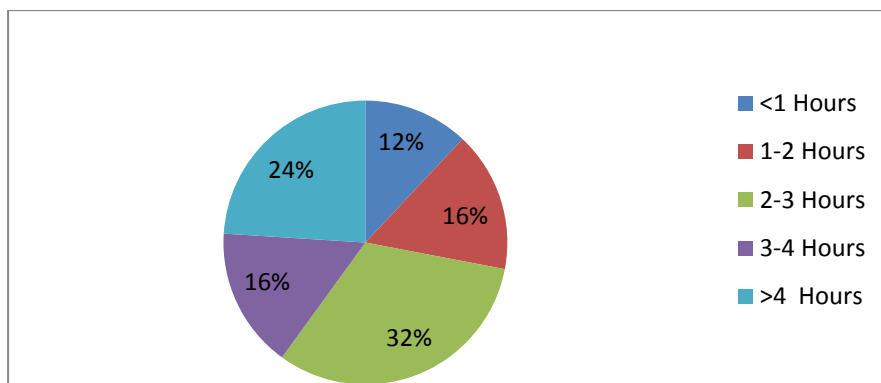
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
<1 Hours	6	12%
1-2 Hours	8	16%
2-3 Hours	16	32%
3-4 Hours	8	16%
>4 Hours	12	24%

(Source- Primary Data)

INTERPRETATION

The above table shows that time spent daily by the respondents on their social networking sites. The study shows 32% of the respondents spent 2-3 hours daily on their preferred social networking sites whereas 12% spent less than 1 hour on their preferred sites.

FIG 3.4 TIME SPENT



Use of Social Networking Sites

Table 3.5

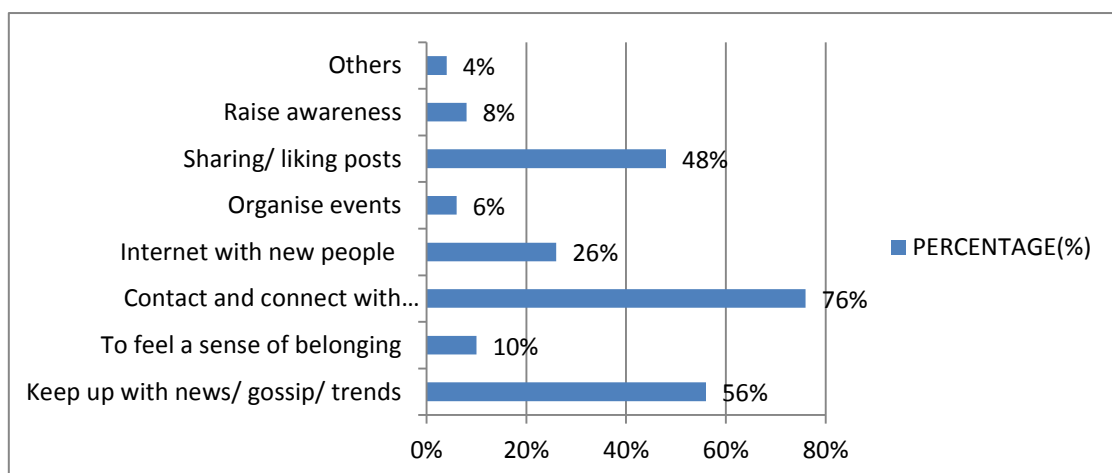
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Keep up with news/ gossip/ trends	28	56%
To feel a sense of belonging	5	10%
Contact and connect with friends/ family	38	76%
Interact with new people	13	26%
Organise events	3	6%
Sharing/ liking posts	24	48%
Raise awareness	4	8%
Others	2	4%

(Source- Primary Data)

INTERPRETATION

The above table shows that usage of social networking sites of the respondents. The study shows 76% of the respondents prefer contact and connect with friends/ family whereas 4% prefer others.

FIG 3.5 USE OF SOCIAL NETWORKING SITES.



Personal Benefit of using Social Networking Sites

Table 3.5

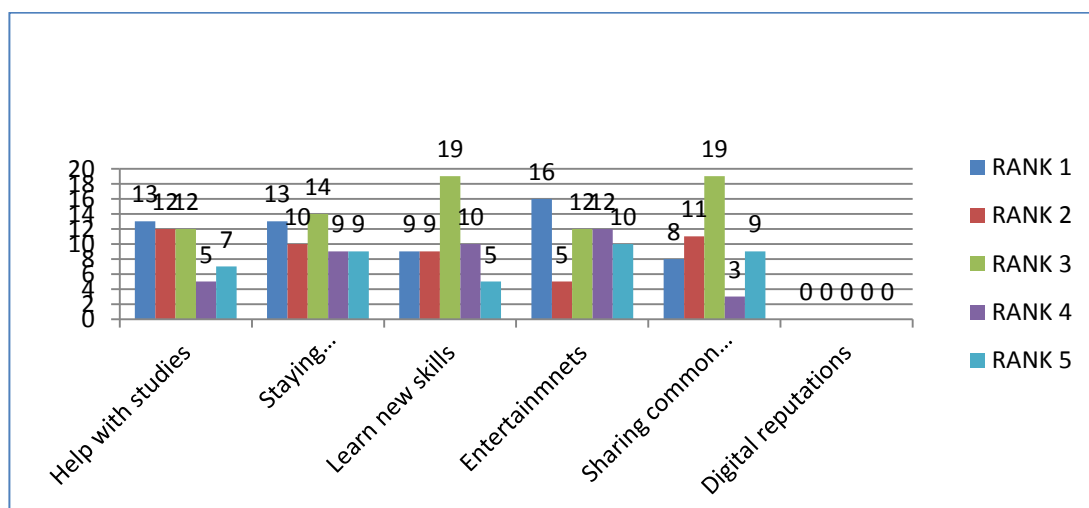
PARTICULARS	RESPONDENTS (BASED ON RANKING)				
	1	2	3	4	5
Help with studies	13	12	12	5	7
Staying connected with people	13	10	14	9	9
Learn new skills	9	9	19	10	5
Entertainment	16	5	12	12	10
Sharing common interest	8	11	19	3	9
Digital reputation	0	0	0	0	0
Others	0	0	0	0	0

(Source-Primary Data)

INTERPRETATION

The above table shows that personal benefit of using social networking sites of the respondents. The study shows the majority of the respondents give Rank 3 in learn new skills and sharing common interests whereas no Ranks for digital reputations.

Fig 3.6 Personal Benefit of using Social Networking Sites



Disadvantage of using Social Networking Sites

Table 3.7

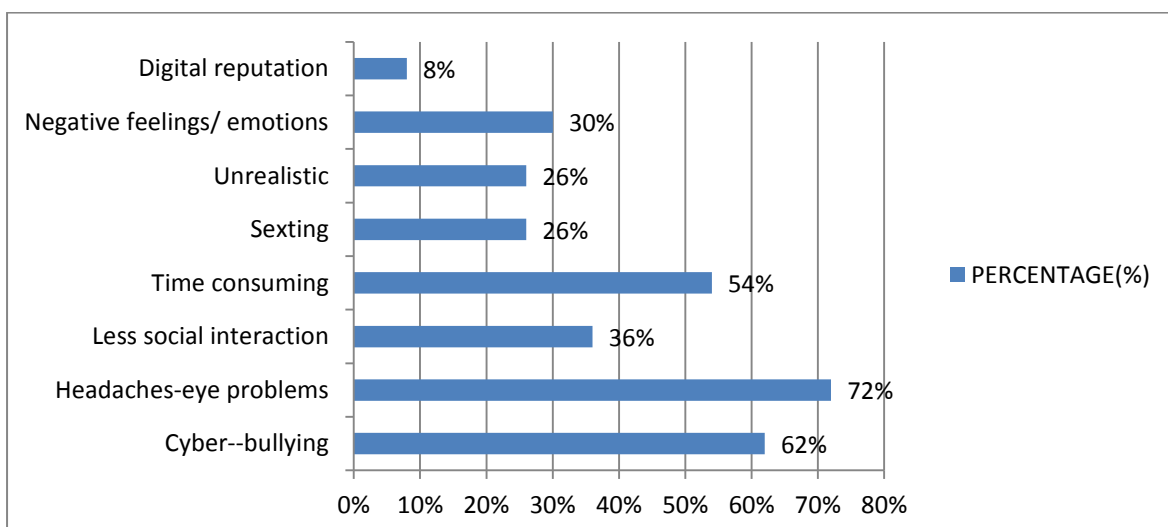
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Cyber-bullying	31	62%
Headaches-eye problems	36	72%
Less social interaction	18	36%
Time consuming	27	54%
Sexting	13	26%
Unrealistic	13	26%
Negative feelings/ emotions	15	30%
Digital reputation	4	8%

(Source- Primary Data)

INTERPRETATION

The above table shows that disadvantage of using social networking sites of the respondents. The study shows 72% of the respondents facing Headaches-eye problems where as 8% Digital reputation.

FIG 3.7 DISADVANTAGES OF USING SOCIAL NETWORKING SITES



Privacy policies are effective in Social Networking Sites

Table 3.8

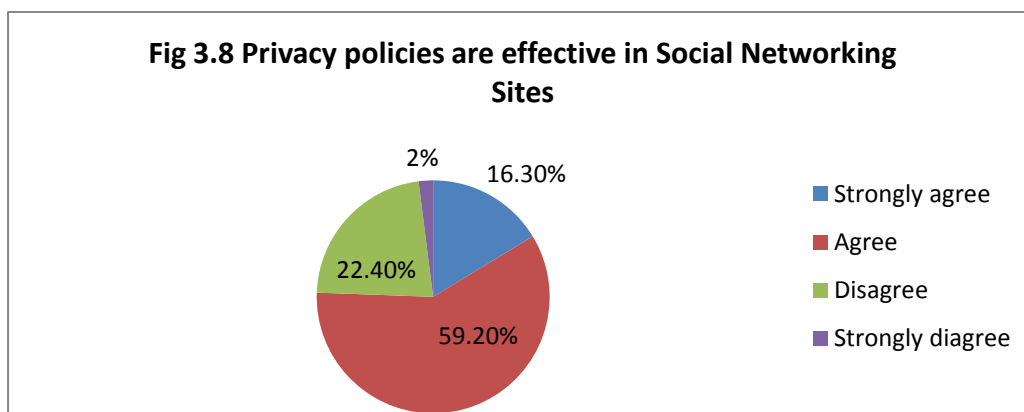
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Strongly agree	8	16.3%
Agree	29	59.2%
Disagree	11	22.4%
Strongly disagree	1	2%
Total	49	99.9%

(Source- Primary Data)

INTERPRETATION

The above table shows whether the respondents think privacy policies are effective or not. The study shows that 59.20% agree and only 2% are disagree.

FIG 3.8 PRIVACY POLICIES ARE EFFECTIVE IN SOCIAL NETWORKING SITES



Acceptance of strangers in Social Networking Sites

Table 3.9

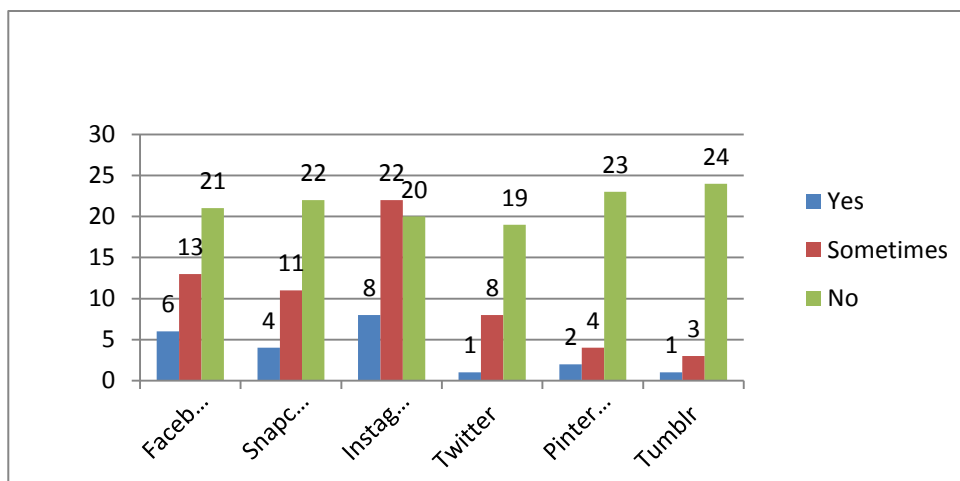
PARTICULARS	RESPONDENTS		
	YES	SOMETIMES	NO
Facebook	6	13	21
Snap chat	4	11	22
Instagram	8	22	20
Twitter	1	8	19
Pinterest	2	4	23
Tumblr	1	3	24

(Source- Primary Data)

INTERPRETATION

The above table shows that acceptance of strangers who try to friend on social networking sites. The study shows most of the respondents accept strangers in Instagram where a majority of respondents are not accepting the strangers in Social Networking Sites.

Fig 3.9 Acceptance of strangers in Social Networking Sites



Impact of overall wellbeing in Social Networking Sites

Table 3.10

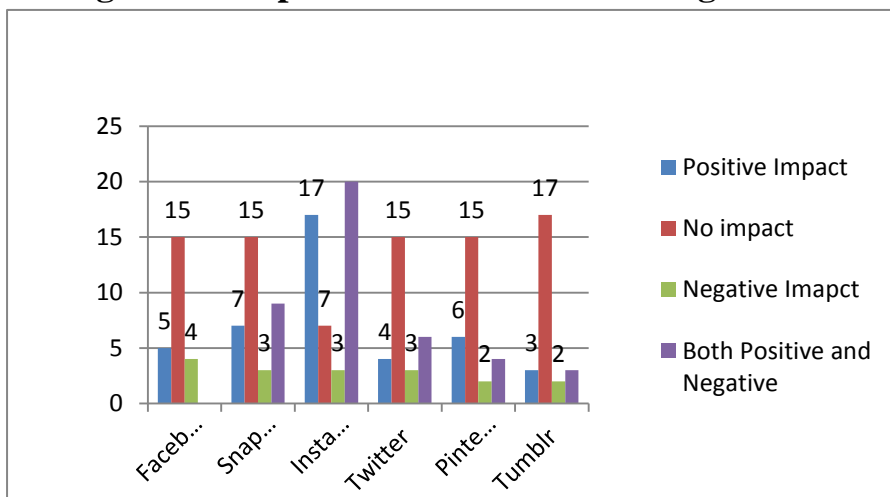
PARTICULARS	RESPONDENTS			
	Positive Impact	No Impact	Negative Impact	Both Positive and Negative
Facebook	5	15	4	15
Snap chat	7	15	3	9
Instagram	17	7	3	20
Twitter	4	15	3	6
Pinterest	6	15	2	4
Tumblr	3	17	2	3

(Source- Primary Data)

INTERPRETATION

The above table shows that impact of overall wellbeing in Social Networking Sites. The study shows a majority of respondents prefer both positive and negative impact in instagram whereas every Social Networking Sites maintain a constant level in no impact

Fig 3.10 Impact of overall wellbeing in Social Networking Sites



Emotions Experience in Social Networking Sites

Table 3.11

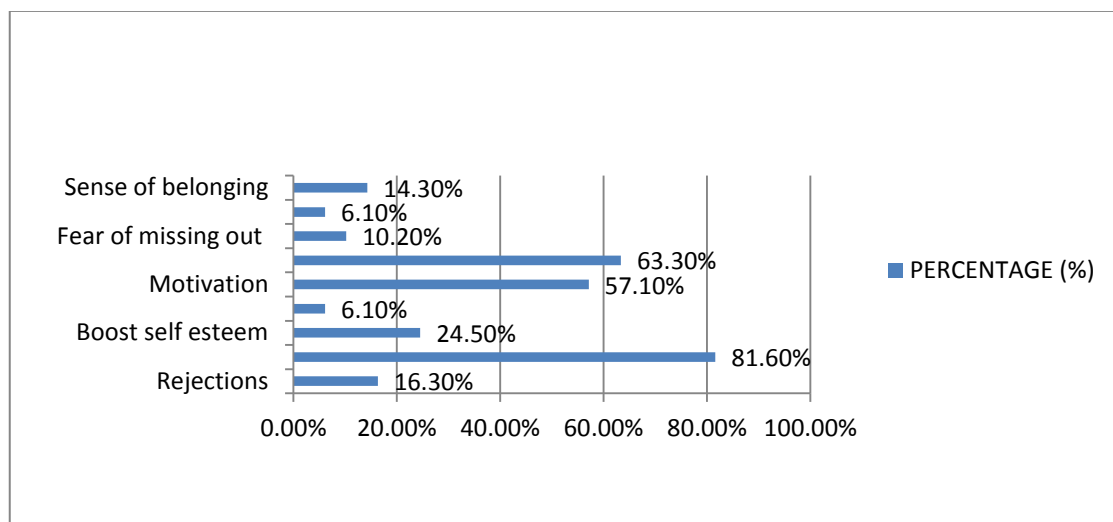
PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Rejection	8	16.3%
Happiness	40	81.6%
Boost self esteem	12	24.5%
Jealousy	3	6.1%
Motivation	28	57.1%
Inspiration	31	63.3%
Fear of missing out	5	10.2%
Lower self esteem	3	6.1%
Sense of belonging	7	14.3%

(Source- Primary Data)

INTERPRETATION

The above table shows that Emotions Experience in Social Networking Sites. The study shows the respondents experiencing 81.60% of Happiness in Social Networking Sites whereas the respondents have least experience in lower self-esteem 6.10%.

FIG 3.11 EMOTIONS EXPERIENCE IN SOCIAL NETWORKING SITES



Emotions impact on Overall Wellbeing

Table 3.12

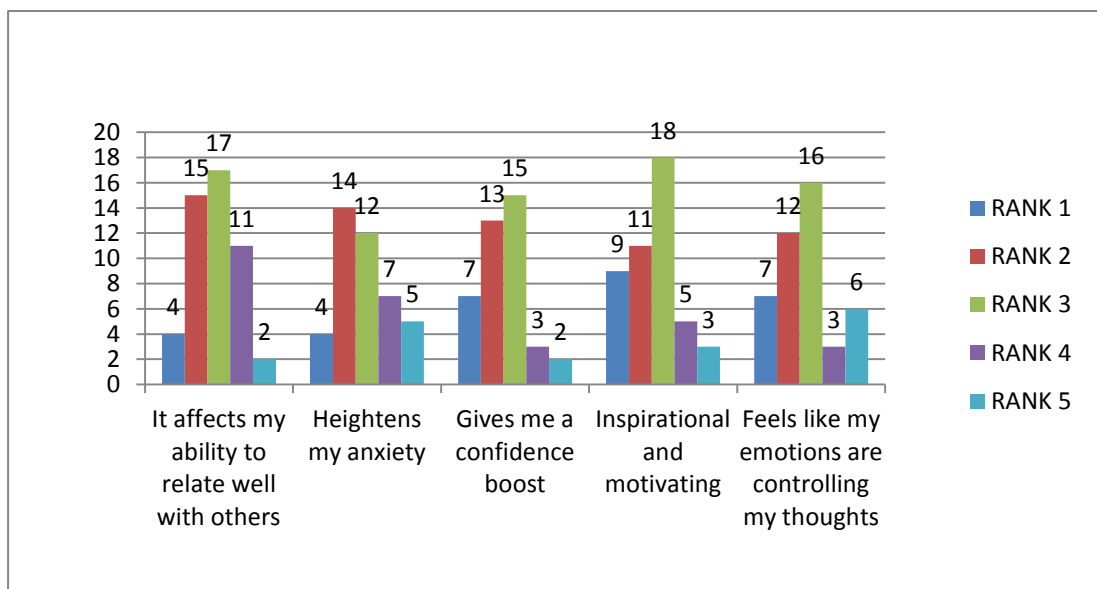
PARTICULARS	RESPONDENTS				
	1	2	3	4	5
It affects my ability to relate well with others	4	15	17	11	2
Heightens my anxiety	4	14	12	7	5
Gives me a confidence boost	7	13	15	3	2
Inspirational and motivating	9	11	18	5	3
Feels like my emotions are controlling my thoughts	7	12	16	3	6

(Source- Primary Data)

INTERPRETATION

The above table shows the Emotions Impact on overall wellbeing. The study shows 18 respondents give Rank 3 on Inspirational and motivating whereas most of the respondents give Rank 3 on others emotion impacts.

Fig 3.12 Emotions impact on Overall Wellbeing



CHAPTER-4
FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS

Social media has become a part of everyone's life that it can't be ignored. Social media has both positive and negative impact not only on youth but also on elders and children. The findings of the study include:

- Around 95.9% of the respondents fall under age limit of 15-25.
- 54% of the respondents are female and 46% of the respondents are male.
- 59.2% of the respondents agree privacy policies are effective in Social Networking Sites.
- 98% of the members in Social Networking Sites are members in Instagram.
- 51% were members in more than one Social Networking Sites.
- 95% who are members in one or more Social Networking Sites spend varying amount of time from less than 1 hour to about 4 hours every day in Social Networking Sites.
- 76% Social Networking users register as member to contact and connect with friends/family.
- Above 50% of youth do not make strangers as a friend in these Social Networking Sites.
- 81.6% of Social Networking Sites users are experiencing Happiness through these sites.
- 72% of Social Networking Sites users facing Headaches-eye problems by using these sites.
- 95% of youth state that social networking sites acts as platform for reconnecting with lost friends, maintaining existing networks/relationships and sharing knowledge, ideas and opinions.

SUGGESTIONS

- Youth must be taught to analyse the data and able to judge the information that contaminates our values which will certainly benefit our country, the companies with a sense of greatness in life.
- Young people should not provide their personal information in social media as it will be misused by third parties.
- Minimize negative effects of social media while chatting
- To safe guard the future generation, teachers and parents should make sure what the children are doing in social media
- This study investigates the effects of social media on youth.
- Learning and job opportunities.
- Teenagers mostly use social media for communication with friends and families.
- Results also depicts that social media cause health problems and affect our cultures.
- While using social media, users have to remember the cultural values, social norms, and Islamic values.

- Social media should be used for positive purposes.
- Use of social media in informative way enhances the skills, and abilities.
- Impact of social media has both negative and positive impacts so it must be used accordingly.
- Cybercrimes are also common in the society because of the negative use of social media.
- Health issues are also occurred, so use of the social media must be minimised.

CONCLUSION

The primary objective of the research undertaken has been to shed light on the evolution of the dominance of social networking sites among the Internet users and its eventual outcome in the social behaviour patterns of youth. Previous research in spheres of Social Networking Sites and its impact on youth in different global and its impact on youth in different global and demographic context provided an extensive secondary source base for the study.

As with many technologies, adoption of the Internet especially for its social uses has seen its highest levels of usage among younger users. The majority of current college students have had access to the internet and computers for a large percentage of their lives. These digital natives see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact. That they are aware of the danger and risk involved in these sites is a positive indicator that youth are not techno-savvy and socially active through social networking sites but they also possess social consciousness.

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APPENDIX

QUESTIONNAIRE

A STUDY ON HOW SOCIAL MEDIA INFLUENCE YOUTH SOCIETY

1. Name:
2. Gender
Male Female Prefer not to say
3. Age
15-25
25-35
Above 35
4. What social networking sites do you use?
Facebook
Snapchat
Instagram
Twitter
Pinterest
Tumblr
Others
5. How many hours do you spend on these sites?
< 1 hours
1-2 hours
2-3 hours
3-4 hours
>4 hours
6. Why do you use these social networking sites?
Keep up with news/ gossip/ trends
To feel a sense of belonging
Contact and connect with friends/ family
Internet with new people
Organise events
Sharing/ liking posts
Raise awareness
Other

7. What are personal benefits of using social networking sites?
- Help with studies
 - Staying connected with people
 - Learn new skills
 - Entertainment
 - Sharing common interests
8. What do you believe are the disadvantage of using social networking sites?
- Cyber-bullying
 - Headaches-eye problems
 - Less social interaction
 - Time consuming
 - Sexting
 - Unrealistic expectations
 - Negative feelings/ emotions
 - Digital reputation
9. Do you think privacy policies are effective in social networking sites?
- Strongly agree
 - Agree
 - Disagree
 - Strongly disagree
10. Do you accept strangers who try to friend you on social networking sites?
- Facebook
 - Snapchat
 - Instagram
 - Twitter
 - Pinterest
 - Tumblr
11. To what extent do you think social networking sites are impacting your overall wellbeing?
- Facebook
 - Snapchat
 - Instagram
 - Twitter
 - Pinterest
 - Tumblr

12. What emotions do you experience when using social networking sites?

Rejection

Happiness

Boost self esteem

Jealousy

Motivation

Inspiration

Fear of missing out

Lower self esteem

Sense of belonging

13. How do these emotions impact on your overall wellbeing? (Rank with your highest preference as 1 and least as 5)

It affects my ability to relate well with others

Heightens my anxiety

Gives me a confidence boost

Inspirational and motivating

Feels like my emotions are controlling my thoughts