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# IMPACT OF SOCIAL MEDIA ON YOUTH

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## ***Abstract***

*Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. This research is conducted to check the impact of social networking sites in the changing mind-set of the youth. It is survey type research and data was collected through the questionnaire. While non-random sampling techniques were applied to select sample units. Rate of return was remaining 97 percent after filling up the questionnaire. The main objectives were to analyze the influence of social media on youth social life. To assess the beneficial and preferred form of social media for youth to evaluate the attitude of youth towards social media and measure the spending time on social media to recommend some measure for proper use of social media in the right direction to inform and educate the people.*

**Keywords:** Impact, Networking, Society, Social Media, Youth, Influence, Privacy issues.

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## **I. INTRODUCTION**

Social media is the most recent form of media and has many features and characteristics. It has many facilities on the same channel like communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over the world, direct connecting. It is also the world's cheapest rapid access, so it is really necessary for all people's age [1]. With high rates in the world, its usage is growing day by day. In all age groups, the majority of young people are increasingly transitioning from electronic media, such as television audiences and radio listeners, to social media. Youth rate is very much shifting into social media so its impacts are much on youth. This craze for social media has led to a host of questions about its effect on society, though it is accepted that social media affects the lifestyles of people and that it is an ongoing process to identify the essence of this impact on youth in every society and region [2].

This study also focused the influences of social media on youth and their lifestyle, trends, educational and political awareness, physical activities, social life, their learning and so on. Youth is the moment that someone is young in life. The time that a young person has not yet become an adult is childhood. Youth is very important for the growth and prosperity of every

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nation and country in the future [3]. Today, in the field of education, social media is important for young people to learn new trends in education, to improve writing and communication skills, cultural promotion, gathering and sharing of religious and political knowledge, better living style, growth and development of society. The internet of social media has distinct impacts on American life in various ways. And this project covers the various areas of life in which demographics, government officials and online elections and policies, education, family, friends and culture, health, news and events, internet assessment, online activities and searches, public policy, technology, media and media use are part of the various areas of life [4].

### A. Impact of Social Media on Youth

On all ends, social media with different impacts on the life of young people some time effects are in favor of the social life of young people and often these impacts are detrimental for its user. Social media can often seem like just a new collection of cool tools to reach young people. You may do it this way often, and that's OK, there are some pretty cool new tools around, but the advent of social media might have a greater effect than that [5]. It affects young people who grow up in an age where the media is not about television broadcasting content, but about interactivity, interactive and multi-tasking. And it affects organizations who need to stay important to a new generation and who find that their own work and systems are transformed by evolving communication technologies and communication habits. The effect of social media on young people on both sides of good and bad social media is one of the most powerful outlets in the world, including Pakistani people have these social influences. Young people are deeply interested in social media [6].

BBC news research (2013) their research discuss that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such a social media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country. As it has shaped them, the majority of young people are moving from television to social media. Social media shapes the lifestyles of young people and helps them create a worldwide network. Social networking makes it possible to create a bond with someone by sharing their likes and dislikes, which can be done easily [7]. By messaging, posting images and videos with their peers, they are able to communicate with others and the information can be passed on quickly at a lower cost. A forum for addressing some burning current issues is created by social networking. Social media is a medium in which they are able to communicate with their friends their thoughts and feelings. When young people get older, they get guidelines for the issues of their lives as they are in a dilemma as to what can be done. Help students to share information about the tasks to be submitted. Tickets can be booked directly for a movie show, a hotel and flight and train tickets for both local and overseas travel. As the young are more conscious of politics, social media has promoted political reform [8].

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## B. Influence of Social Media towards Youth

Social media promotes unethical videos, discussions, photographs that build a conflict of opinion between them. The bond between nations is undermined by such postings. They fall victim to cyber bullying as young people are inexperienced. This impacts young people's mental and emotional health and leads to suicide. There are chances of exploitation of private information by a third party and there is a lack of privacy on social networking sites. Face to face contact is being decreased due to the use of social networking. This spreads false rumors and unreliable results. To commit crimes, criminals use social media. It facilitates critical and life-threatening amateur medical therapy [9].

## C. Impact of Social Media on Youngsters

A new range of cool tools for involving young people has now become social media. The everyday lives of many young people are woven by the social media. Youngsters are in conversation and communication with their friends and communities every day with the use of various media and devices. In recent years, it has been seen that only friends and their communities are in contact with young people in schools and universities. Yet young people today are not only in contact with known peers, but also with unknown individuals through social networking sites, instant messaging, etc. According to 2013 BBC news study, 67 percent of Facebook users are very popular and well-known social media portals are made up of youth and students, so they applaud the fact that youth and students have more emphasis and relationships. Teenagers frequently use the web, mobile phones, and online games to connect and collect information with each other around the world. As per the California study, the table below shows how social media affects the mental wellbeing of adults in California [10].

## D. Positive Effects of Social Media on Youngsters

1. Social media helps youngsters to stay connected with each other.
2. Useful information can be exchanged over social networking sites.
3. Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens.
4. In a Critical Development period youngsters also go for social networking sites for advice and information.
5. Youngsters can look to social media for getting the answers related to their career objectives.

## E. Negative Effects of Social Media on Youngsters

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1. Today it's not clear who the "strangers" are especially in the field of social media. Kidnapping, murder, robbery can be easily done by sharing details on social media.
  2. There are many cases registered in police stations where adults target young children and lure them into meeting them.
  3. Mostly youngsters waste lots of time on social sites like chatting which also effects their health.
  4. Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.

## II. CONCLUSION & DISCUSSION

The excessive users in the educational computer labs use the social media forms for comments, chatting, image and video sharing and texting etc. This average touches almost half of the sampled population. This shows that they ignore their primary focus on their study and research related activities while utilizing the facility of the internet in connecting with their friends on the social media networking forums with their average utilized time between 30 to 60 minutes. But the actual results may cross this maximum time period while utilizing the social media forms as 13 percent responded that they use it more than 2 hours in a single day. Their important features while using social media are SMS, video clips sharing links and comments.

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