Social Media and its Impact on the Youth

By Sehba Jamal
Aligarh Muslim University

Abstract- Objective of this paper is to examine the impact of social media on various aspects of youth like education, job opportunities, and, most importantly, on their lifestyle and to know how much youth are inclined and relay on social media for their need. Social media is the platform that allows people to discover themselves. Those who use it wisely will get benefitted from it, and those who don't face the consequences. Virtual life is isolating an individual from other fellow beings, thereby affecting their lifestyle overutilization of social media, changing the thinking ability of individuals. So, basically, with this work, I try to find out the dependency of youth on social media. This paper includes a quantitative approach to study the research objectives.

Keywords: youth, job opportunities, lifestyle, education.

GJHSS-C Classification: FOR Code: 160899

Strictly as per the compliance and regulations of:
Social Media and its Impact on the Youth

Sehba Jamal

Abstract- Objective of this paper is to examine the impact of social media on various aspects of youth like education, job opportunities, and, most importantly, on their lifestyle and to know how much youth are inclined and relay on social media for their need. Social media is the platform that allows people to discover themselves. Those who use it wisely will get benefitted from it, and those who don't face the consequences. Virtual life is isolating an individual from other fellow beings, thereby affecting their lifestyle overutilization of social media, changing the thinking ability of individuals. So, basically, with this work, I try to find out the dependency of youth on social media. This paper includes a quantitative approach to study the research objectives.

Keywords: youth, job opportunities, lifestyle, education.

I. Introduction

Social media is the medium that helps people to get in touch with each other with the help of the internet. It makes life easy, especially for those who are away from their loved ones in different cities, states, and countries. Social media attracts a large number of users with different kinds of features. It is a kind of innovation that encourages the sharing of thoughts, considerations, and data through the structure of virtual systems and networks.

According to Lisa Buyer, “Social media is today's most transparent, engaging, and interactive form of public relations. It combines the true grit of real-time content with the beauty of authentic peer to peer communication”.

Social media is most popular among people as it gives privilege to the individual to share their thought, ideas, and opinions with the folks around the world.

Social media considered as those websites which allow interaction through web 2.0 or 3.0 sites, including applications like Facebook, LinkedIn, Interest, Twitter, online gaming, a virtual world like second life, YouTube, blogs, and so on. Social media provides students to explore their ideas, thoughts at the same platform where different types of people share the same views and opinions as you. Like today in the crisis of COVID19 social media is playing an important role and updating people around the globe about this deadly virus and helping people to keep themselves safe and secure. There are lots of people who are doing work from home as their companies asked them to do during a nationwide lockdown, and there are only social media that is helping them in doing so. So, social media is not only a tool, but it becomes an integral part of life.

Social media is now every household term; almost every one of each age group is well aware of social media and about social networking sites.

II. Literature Review

Researchers observed that social media is impacting various other aspects of students’ life, like education and business. Moving on, they opined that with the development of technology, social media becomes a part of everyone's life. They further talked about the pros and cons of social media. If, on the one hand, social media get success in connecting with the people, but at the same time, it weakens the social networks. By concluding, they said that users must limit the usage of social media and use it appropriately.

(Akram & Kumar, 2017) have discussed that social media is the platform where people can communicate with each other and build social relations in the virtual world. Many people use this platform to find jobs, to share information, to create web content, and for many different purposes. They further said that social media have both positive and negative impact. They proposed many social networking sites like WhatsApp, Facebook, Instagram, YouTube, Google+, flicker, Reddit, and many more networking platforms, where users can communicate, watch videos, and do more things whatever they want to. And they also discussed its impact on various aspects of the structure of society like education, business, the health of the people, and lastly, its effect on teens. The authors have briefly discussed the impact of social media on these aspects of society. And in last authors concluded by saying that social networking site becomes a routine for every last individual, groups, people and all of them are dependent on this technology. They described lots of merits and demerits, but they advised citizens to adopt the positive aspects of social media and avail of its benefits.

The author pointed out both negative and positive points of social media, and to prove his point, he chooses the primary objective. He further says, like a coin with two sides, social networking sites also have in their way adversely affected the youth. He stated students should have determined their boundaries, set their limitations, and have limited themselves as to how and when to use social media. Then only they can differentiate between the real and virtual world and admits to the fact that no other world except face to face
interaction can build more reliable contact with people. (N, 2015).

Authors explain that over-use of web-based life decreases the beneficial limit of clients because of constant surfing; what's more, it makes physical just as mental issues. Further authors say that excess utilization of social media makes youth inactive in having interaction with real-life people. (Singh, Amiri, & Sabbarwal, 2017).

III. Objective

- To examine the usage of social media for learning.
- To determine the effect of social media on the changing lifestyle of the youth.

1. Impact of social media on the education of the youth

<table>
<thead>
<tr>
<th>Question</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you agree that social media enables different ways of learning?</td>
<td>45%</td>
<td>38%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Do you agree that information receives from social media is relevant and authentic?</td>
<td>14%</td>
<td>15%</td>
<td>40%</td>
<td>11%</td>
</tr>
</tbody>
</table>

2. Impact of social media on the job opportunities of the youth

<table>
<thead>
<tr>
<th>Question</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is Social media is the best platform for the searching job?</td>
<td>25.5%</td>
<td>14.1%</td>
<td>55.4%</td>
<td>5%</td>
</tr>
<tr>
<td>Do you opine that social media as a place where you can find a job?</td>
<td>35%</td>
<td>28%</td>
<td>26%</td>
<td>11%</td>
</tr>
</tbody>
</table>

3. Changing pattern of lifestyle of the students

<table>
<thead>
<tr>
<th>Question</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you agree that social media affecting the lifestyle?</td>
<td>49%</td>
<td>18%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Over usage of social media reduces interactions with others?</td>
<td>15%</td>
<td>64%</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>

IV. Methodology

This paper is empirical and based on a field survey of Aligarh city. For further study, I have selected 100 students of the age group between 16 to 25 on a random sampling basis for achieving the results. To obtain the result, I have prepared Questionnaires to collect primary data from the selected sample. After receiving this primary data, its descriptive statistics have measured by using software "SPSS" (Statistical Package for the Social Sciences), Likert scale (Strongly Agree, Agree, Disagree, and Strongly Disagree).

V. Result and Discussion

In table 1.0, On being asked the impact of social media on education in 1 question, 45% say they are Strongly Agree, 38% only Agree while 17% Disagree and 5% Strongly Disagree. While in the second question, 14% Strongly Agree, 15% Agree, and 40% and 11% Disagree & Strongly Disagree, respectively.

In table 1.1, impact of social media on job opportunities in 1 question, 25.5% Strongly Agree or 14.1% youth-only Agree with the statement while remaining 55% Disagree, and 5% Strongly disagree.

While in the second question, 26% Disagree or 11% have Strongly Disagree, but 35% and 28% Strongly Agree and Agree with the statement. They find that social media as an essential tool that helps them in finding suitable opportunities.

In table 1.2, "Impact of social media on the lifestyle style of the youth." I made two statements in which 49% supported and Strongly Agreed with the statement or 18% only Agree with that, whereas 13% and 11% Disagree and Strongly Disagree with the statement, respectively. I have found quite different
results in my account two on being asked, 15% Strongly Agree, or 64% were Agree, and while 12% were Disagree or 9% were Strongly Disagree.

VI. Conclusion

With the above analysis, it is clear that youngsters are more inclined towards social media. They are dependent on it for everything, whether it comes to learning or for the searching job they are relay on it. Lifestyle has been changed much because of social media; youth are spending most of their time on social media rather than enjoying surroundings. Their interaction with real-world people becomes minimal as they are giving much attention to the virtual world. The youth have confined their boundaries and prefer less interaction with the real world people. They should have remembered that social media can never be a replacement of face to face interaction.

References Références Referencias