

IMPACT OF SOCIAL MEDIA ON YOUTH: A STUDY IN MANGALORE CITY

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ABSTRACT

In today's society, the use of social media has become a necessary daily activity. Social media is like two sides of a coin. On one side it connects people worldwide and allows interaction and on the other side, it has its negative effects too like deceptive posts, cyberbullying and mental and physical health issues. The objective behind the development of social media channels was to facilitate communication and today social media has become an inevitable part of everyone's life. In the present day scenario, the youth can not imagine his/her life without social media. As the popularity of social media keeps on spreading all over the world, there have been mixed feelings about these networks and how they impact the youth. The present study makes an attempt to understand the impact of social media on youth in Mangalore city.

Keywords: Social Media, Youth, Anxiety, Addiction.

Introduction

Social media is a broad term encompassing social networks. It can take several different forms like social networks, media platforms, applications, etc. It can also cover different domains: personal, professional as well as knowledge-sharing. People use social media to stay connected and interact with family and friends, to get updates of news and current events and so on. In business, social media is used to market products, promote brands, connect to customers and foster new business. With the advent of social media, the world has become a global village. Through social media platforms, users can connect with other people within seconds, share their ideas and provide comments on different area of interest and issues. Youth and students use social media for varied purpose like learning, entertainment and also for innovation. Social media influence youths life and it has both positive and negative impacts (Sushma Rawath.S, Dr. R.Satheeshkumar and Venkatesh Kumar, 2019). Over the past two decades, social media have gained much importance to an extent that many researchers are now interested in learning more about these social platforms and their effects on the youth. The fact is that almost everyone is connected to at least one social media platform and the youth and teenagers are the leading users of these social platforms.

Literature Review

Dr. B.E. George Dimitrov, Ms. Noblelyne Nongkynrih (2017) conducted study on Social Media and its impact on Youth. Their study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and science streams. Their study compromised of 200 students selected randomly from various academic institutions in and around Bangalore city. In the study it was found that relying fully on social networks would minimise the face to face communication and instead leads to cyber communication. Those who are in a tender age are not aware on whether the information shared in the social networks are authentic. They always seek for public attention and share their personal information which would affect their personal life styles. It is better to use social media as a positive way of doing good to the society in creating a new platform of bringing out youth talents and

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opportunities. Vidyashri C. Halakerimathand Shivagangamma B. Danappagoudra (2017) conducted a study on Impact of Social Media on Youth. This study is conducted to check the impact of social networking sites in the education of youth. Study concluded that respondents are happy with browsing information on internet and the respondents felt that social media is useful in the field of education and it has both positive as well as negative effects on youth. Dipanti Joshi and Dr. Viral Bhatt (2018) conducted a study titled Positive Impact of Social Media on youth An Empirical Study in Ahmedabad city. This study is an attempt to investigate the extent of social networking impact on the Indian youth specifically the positive impact. In this study it was found social media has been the most effective part as per the responses received, a large part of the respondents strongly believed that the use of social media has made them have a bigger social network and have increased their friend circle. In this study it is found that social media do help youngster to get updated with current scenario and to get more knowledge. Sushma Rawath.S, Dr.R.Satheeshkumar and Venkatesh Kumar(2019) conducted A study on Impact of Social Media on Youth. This paper throws a light on pattern of social media usage and its impact on youth. The new age social networking culture has been accepted and got an enthusiastic response. It is evident from the studies that social media has both positive and negative impact on youth. AbhaniDharaK (2019) conducted A study on impact of Social Media over Youth of India. The study indicates that social media is an effective tool for the youth now a days. Sandip Ramakant Ghodke, Shubhada Mohan Kulkarni (2019), in their paper Social Media and Youth: Study on its Impact, Benefits and Challenges made an attempt to study the impact of social networking sites and applications on young generation. The survey was conducted on youth of Jalgaon and Dhule Districts. The result of this study showed that there is a significant impact of social media sites and applications on youth's day to day life. This study revealed that maximum youth uses social media networks for sharing their photos and videos for getting liked and comments; they also used social media for sharing greeting messages like good morning, good night and birthday wishes, which seems like wastage of time.

Significance of the Study

It is seen that social media has grown in popularity and growth over the years. Despite the fact that almost everyone has access to at least one social media platform, youth and teenagers are the most active and passionate users of these platforms. In this context, the researchers have discovered that social media sites have a significant impact on today's youth and these impact can be both positive and negative. Today it is observed that online and social media use has become increasingly important in the life of youth. There has been also much debate regarding the negative effects of these social media. However, it becomes important that the youth are aware of both the benefits and drawbacks of social media and they also need to be aware of online safety. As the usage of social media is increasing day by day, it becomes very important to know the effects of social media on the youth.

Objectives of the Study

- To know the preferred social media networks of youth and the reasons for using it.
- To analyse the positive and negative effects of social media on youth in Mangalore city.

Methodology

The methodology of present study has been mainly divided into two stages, the first stage has involved the collection of secondary materials through review of concerned literature. The second stage has involved the collection of primary data using google forms. The study covers the business students of Mangalore city. On a random sampling basis 120 respondents were selected for the survey. The area of study has been Mangalore city which is the centre for academic, commercial and cultural activities and therefore a study to understand the impact of social media on youth would be significant.

Positive and Negative Effects of Social Media

Social networking has been proved to have both positive and negative effects on the youth. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Social media has reduced the world to a global village. Youth can interact with people from other parts of the world by just a click of the button. Through these interactions, youth can share their knowledge, acquire information and also be exposed to many opportunities out there. Social media gives them the avenue and opportunity to make new friends and also allows them to be in contact with their old friends. Social media offers an array of opportunities for youth. Popular young people can be hired by corporations to be their brand ambassadors online. However, social media use can also negatively affect the youth. Too much social media usage leads to addiction and it has lessened personal interaction, caused mental tension, anxiety, worry, inability to think and other problems.

Data Analysis and Findings

The present study consists of 39 percent of male respondents and 61 percent of female respondents. Majority of the respondents that is 82percent of them were between the age group of 21years to 23years. The respondents have been using different social networking sites like Facebook, Instagram, LinkedIn, Twitter and Snapchat. In the study it was found that majority of the respondents that is 86 percent of them have been using Instagram the most. The study shows that majority of the respondents that is 52 percent of them have been spending 1-2hour in a day checking the social networking sites and 32 percent of them have been spending 3-4hours in a day checking social networking sites. It also found that few respondents are spending more than 5-6hours and above 6hours too checking the social networking sites.

The respondents stated various reasons for using social networking sites like to get updates of news and trends, to connect with family and friends, to organize events, for the purpose of raising awareness, sharing and liking posts, for entertainment and also for learning purpose. In the present study majority of the respondents that is 81percent of them stated that they used the social networking sites mainly for getting updates about news and changing trends. Further the respondents also stated that they got various benefits by using these social networking sites. Majority of the respondents that is 68percent of them stated that they could connect with people by using social networking sites while few stated that the social networking sites have been useful for them for learning new skills and also to update their knowledge.

Social media can affect youth both in a positive as well as in a negative way and in the study it is found that majority of the respondents that is 82percent of them experienced both positive as well as negative effects of social media whereas a small percent of the respondents experienced only the positive effects of social media. In the study it was found that 68 percent of the respondents sometimes felt that the few social media posts and messages have created anxiety in them. One of the negative effect of social media on the youth has been social media addiction and in the study it was found that majority that is 71percent of the respondents were not addicted to social media. Social media has been even useful in providing e-learning resources and majority of the respondents that is 77percent of them use social media for their class assignments too. The study also revealed that a small percentage of respondents that is 30percent of them were frustrated and even sometimes angry when their internet was slow because of which they were unable to use social media. The major findings of the study has been that the respondents were not addicted to social media instead majority of them used social media for good reason. Overall, it can be seen that social media has become important for the youth and it has benefitted them in various ways.

Conclusion

In conclusion it can be stated that social media has become an important part of our lives today and the major users of social media have been the youth. Though social media has both positive and negative effects, it is important that youth need to decide how to use the social media so that they can learn new skills and get more knowledge. From the present study it was found that social media has been an effective tool for the respondents and it has provided lot of opportunities to learn new skills and get updates about new trends. It is very important that the youth should not be addicted to social media and they should use the social media in a right way so that they get all benefits.

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