



The Influence of Social Media on Contemporary Youth's Life Choices

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ABSTRACT

Social media is becoming necessity in today's era. It plays a vital role in our daily life. No one can separate self from its influence. It's been always interesting one to know the impact of it over the young generation of India. This paper focuses mainly over it and for that purpose I framed a structured questioner through Google form. Questions were mainly like; social media is helpful for education purpose; for influence rate among youth; for privacy propose; for knowledge purpose etc. I got total 56 responses out of that 96% response were using multiple social media platforms. Daily 52% respondent spend 4 to 5 hrs on social media. 26% were agreed that feeling jealous while seeing others on social media. 82% knows the side effects of social media. 42% had agreed that due to social media advertisement influence decision changes. 52% feels social media is affecting their decisions. 44% were sometimes confused while selecting on social media.

Key words - Social media, youth, and life choices, influence of social media, positive impact, and mental health impact etc

1. Introduction

Social media "is a computer- innovated technological know- style that enables the sharing of suggestions, studies, and understanding through the structure of virtual networks and communities. Indeed as social media has its positive side; numerous factors contribute to its poor points, likening its overuse to an dependence. Some contend that it contributes to inattentiveness, stress, and covetousness. The countrywide middle for biotechnology moxie links heavy social media use to melancholy. Also, generally, social media is also a conduit for deceptive information and lies. Social media performs a tremendous role in teen tradition at present. Surveys exhibit that ninety percent of teenagers ages thirteen-17 have used social media. Seventy five percent document having as a minimum one active social media profile, and 51% report touring a social media website at least day-to-day. Two thirds of young adults have their own cell devices with web capabilities. On average, teens are online virtually 9 hours a day, no longer including time for homework.

There are positive aspects of social media, but also potential risks. It is important for parents to help their teens use these sites responsibly.

Potential benefits of social media include:

Staying connected to friends, Meeting new friends with shared interests, Finding community and support for specific activities, Sharing art work or music, Exploring and expressing themselves

Potential risks of social media include:

Exposure to harmful or inappropriate content (e.g., sex, drugs, violence, etc.), Exposure to dangerous people, Cyber bullying, a risk factor for depression and suicide, Over sharing personal information, Exposure to excessive advertisements, Privacy concerns including the collection of data about teen users, Identity theft or being hacked, Interference with sleep, exercise, homework, or family activities

Consider the following suggestions depending on your child's age and maturity:

Friending or following your child's social media accounts with an agreement about whether you will or won't post or respond to their posts

"No screen" times such as "no screens at the dinner table," "no screens in bedrooms" after a certain time of day, or "no social media use until homework is done"

Ensuring that privacy settings are turned on to limit access to personal information

Instructing teens not to share full names, addresses, telephone numbers, social security numbers, passwords, and bank or credit card numbers,

Having location enabled services turned "off"

Psychological Effects of Social Media Impact:

Inadequate sleep—girls stayed up late to continue scrolling through their social media feeds, a habit known as vamping

Exposure to cyber bullying—having harmful, false, or private content about them posted on social media

Lack of physical activity—scrolling social media on their phones or other devices meant that girls sat for longer periods of time and had less time for exercise. As a result, they missed out on the beneficial impact of exercise of mental health.

The psychological results of social media indirectly include the influence of sleep deprivation. That's in view that teenagers keep up late looking at social media. Moreover, the technological know-how itself maintains young adults wakeful. The unreal blue light given off by using smartphones

activates arousing neurons within the brain that disrupts the physique's capability to provide melatonin, a sleep-inducing hormone. The ensuing sleep deprivation raises teens' bodily and psychological stress.

2. Review Papers

(1) B D'silva, R Bhuptani, S Menon on Technology and 2011. Influence on social media marketing on brand choice behavior among youth in India. Results from the analysis indicate that social media is a very important tool for networking among youngsters. Youth are increasingly using these websites to stay connected with their friends and family. These websites also help in building professional contacts and provides the user with various networking applications that makes them hooked on to these social media websites. Unique features of social media websites like Face book, Twitter etc have created huge impetus on the communication platform. Social media is also used as a marketing tool in creating brand awareness and brand preference among the consumers. Social media is the cheapest medium for seeking information. Hence it is widely used by majority of customers for evaluations of brands and products. There is an increasing trend among youngsters to buy products online through these websites. Marketers have realized the importance of social media website as an essential component of integrated marketing communications. Every company aims to have their presence felt on these websites for the sheer reach to the target customers. Companies with their promotional strategies advertise their brands on social media websites so as to influence the brand preference among the youth.

(2) G Shabir, YMY Hameed, G Safdar - Asian Journal of Social, 2014. The impact on social media on youth. This investigation finds that the over the top customers in the informational PC labs use the social media structures for comments, visiting, picture and video sharing and informing, etc This typical contacts the essentially half of the inspected people. This shows that they dismiss their fundamental focus in on their examination and assessment related activities while utilizing the workplace of web in interfacing with their partners on the online media coordinating conversations with their ordinary utilized time between 30 to 60 minutes. Nevertheless, the real results may cross this most limit time period while utilizing the online media structures as 13% responded that they use it more than 2 hours in a lone day. Their critical features while using on the web media are SMS, video cuts sharing associations and comments. The illuminating associations and the Islamic associations are for the most part shared by the model people of this examination for the individual customers. The customers by and large manage issues like unfortunate messages, bothersome associates request and debatable political associations and deceitful pictures and associations, unessential exacting and unfriendly to severe messages and inconsequential information. Notwithstanding agree with the conflict that online media is impacting the presence of the juvenile, the tried youth people is continually using the social media shapes in all the Pakistan recollecting for commonplace areas where the web office is available. It has purposefully affected the physical and sports practices which is being replaced by amicable media.

(3) Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra had studied -A study on impact of social media on youth, 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.

(4) Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrasekhar Tate had studied- An impact of social networking sites on youngsters, 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.

(5) S Chancellor, M De Choudhury - NPJ digital medicine, 2020 - Method in predictive techniques for mental health status on social media: Social media is now being used to mannequin intellectual good-being, and for figuring out health effects. Pc scientists are now utilizing quantitative techniques to foretell the presence of exact mental disorders and symptomatology, akin to depression, suicidality, and nervousness. This study promises great advantages to monitoring efforts, diagnostics, and intervention design for these intellectual health statuses. Yet, there is no standardized system for evaluating the validity of this study and the approaches adopted in the design of those studies.

3. Research Methodology

TITLE OF THE STUDY:

“The influence of social media on contemporary youth’s life choices”

SUBTITLE OF THE STUDY:

The influence of social media on contemporary youth’s life choices on 56 students of faculty of social work, Parul University.

OBJECTIVE OF THE STUDY:

- To observe influence of social media on mindset of youth.
- To examine the effect of social media on decision making skill.
- To find whether social media is friend or foe.
- Comparison between the users of social media and non-users of social media.
- To identify the adverse effect of social media on youngster’s.

SIGNIFICANCE OF THE STUDY:

This quantitative research is important and also helpful to know that how the social media change the youngster’s life style and it affects on their decision making skill. The main purpose of this study is finding the reason behind why people change their mind after watching the advertisement on television or any social networking site. Find out the objective on the basis of questioner method and interviewing technique. So, this study will helpful to know the actual condition of what is going on their minds and how people taking decision by influencing social media. So, that we can provide them a solution for their betterment.

UNIVERSE:

Here is the universe considers for the study is the students of faculty of social work, Parul University.

SAMPLE SIZE:

The influence of social media on life choices of contemporary youth on 56 students of faculty of social work, Parul University.

SAMPLING METHOD:

For the purpose of data collection Simple Random Sampling method used to choose sample size.

RESEARCH DESIGN:

This study is exploratory and descriptive as it explores the minds of the youth and how youngsters made a decision under the influence by social media.

TOOLS FOR DATA COLLECTION:

The tool which was opted for data collection was questionnaire. A two point rating scale i.e., Yes or No was used in the questionnaire. The respondents were required to answer the question only by tick mark on the option which they wanted to answer. The respondents were made about content and objective of the study at the time of giving the questionnaire and total confidentiality ensured.

METHOD OF DATA ANALYSIS:

The data was coded manually and tallied simple frequently table were made from tables. Then after the researcher interpreted tables manually using frequency and percentage analysis.

LIMITATION OF THE STUDY:

- Because of COVID 19, Researcher cannot reach to the maximum target population.
- Due to limited resources the researcher could not cover the more respondents from institution.
- The study is exploratory in nature make it difficult to cover more areas to cover.
- Because of this pandemic they are not allowing outsiders for any kind of things, they are strictly following the rules.

OPERATIONAL DEFINITION:

Social Media:

Social media are intelligent innovations that permit the creation or sharing/trade of data, thoughts, vocation interests, and different types of articulation through virtual networks a lot.

Youth:

Youth is the time of life when one is young, and often means the time between childhood and adulthood (maturity). It is also defined as "the appearance, freshness, vigor, spirit, etc. Youth have a role to renew and refresh the current status of our society including leadership; innovations, skills etc ... On the other hand, youths have also to maintain the culture of our culture, all good values in the societies, development projects, etc. Importance of youth. Youth is the backbone of any nation.

Contemporary Youth:

Experiencing reality by interacting authentically with the environment and with others. Giving something back to the world through creativity and self-expression, and, changing our attitude when faced with a situation or circumstance that we cannot change.

Life Choices:

An important decision which you make about your life. Each person has different ideas about what is important and what makes them feel best. Making your own choices about the things you do is very important because it gives your life meaning. ... Making choices about what is important to you helps you be more independent and in charge of your life.

4. Data Analysis

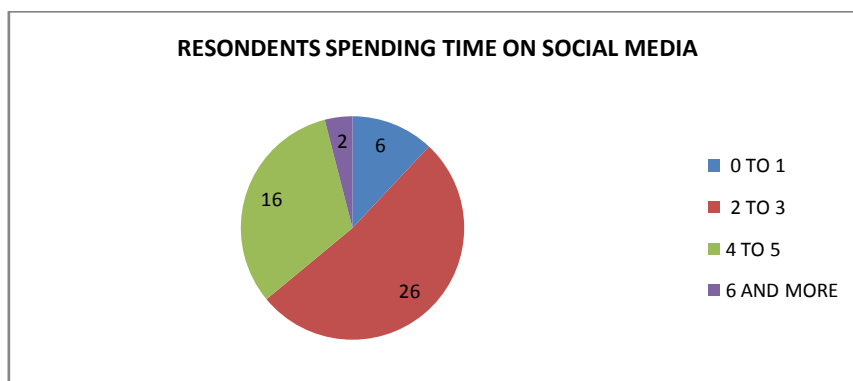
1.6 NO OF RESPONDENT TIME SPENDING ON SOCIAL MEDIA

TIME SPENT ON SOCIAL MEDIA	FREQUENCY	PERCENTAGE
0 TO 1	06	12%
2 TO 3	26	52%
4 TO 5	16	32%
6 AND MORE	02	04%

From the above table it can be interpreted that out of 56 respondents 02(4%) responders are using social media more than 6 hours in a day, 16(32%) responders are using social media 4 to 5 hours in a day, 26(52%) responders are using social media 2 to 3 hours in a day and 06(12%) responders are using social media for only 0 to 1 hour in a day.

So, it can be seen that majority of the respondents (52%) are using social media 4 to 5 hours in a day.

Graphically Interpretation

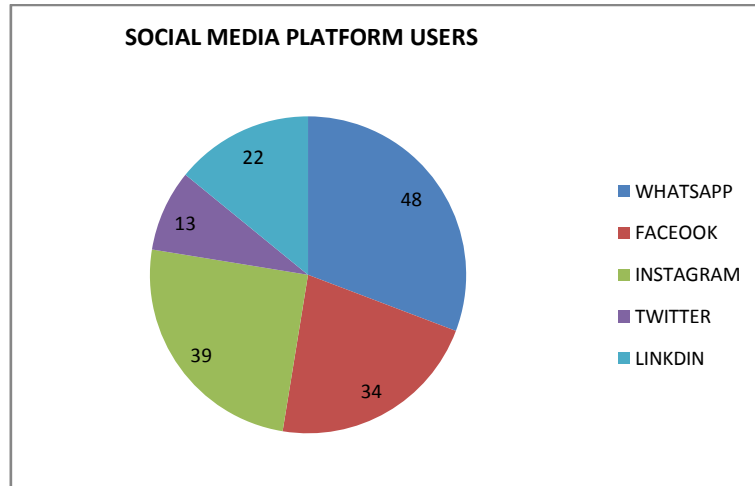


2.0 NO OF RESPONDENT USING SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA PLATFORMS	FREQUENCY	PERCENTAGE
WHATSAPP	48	96%
FACEBOOK	34	68%
INSTAGRAM	39	78%
TWITTER	13	26%
LINKEDIN	22	44%

From the above table it can be interpreted that out of 56 respondents 22(44%) responders are using LinkedIn, 13(26%) responders are using Twitter, 39(78%) responders are using Instagram, 34(68%) responders are using Facebook and 48(96%) responders are using Whatsapp. So, it can be seen that majority of the respondents (96%) are mostly using Whatsapp other than any social media platforms.

Graphically Interpretation



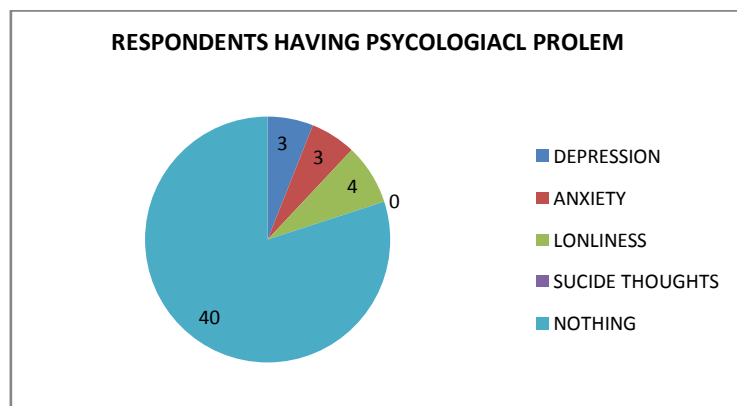
2.5 NO OF RESPONDENTS HAVING PSYCHOLOGICAL PROBLEM

HAVING PSYCHOLOGICAL PROBLEM	FREQUENCY	PERCENTAGE
DEPRESSION	03	06%
ANXIETY	03	06%
LONLINESS	04	08%
SUCIDE THOUGHTS	0	0%
NOTHING	40	80%

From the above table it can be interpreted that out of 56 respondents 40(80%) respondent not having any psychological problem because of social media, researcher not find any respondent having suicidal thoughts or self harm problem facing due to social media, 04(8%) respondent having a problem of loneliness without social media. 03(6%) respondent having a problem of anxiety because of social media and 03(6%) respondents having a depression problem because of social media.

So, it can be seen that majority of the respondents (80%) are not facing any major problem due to social media.

Graphically Interpretation



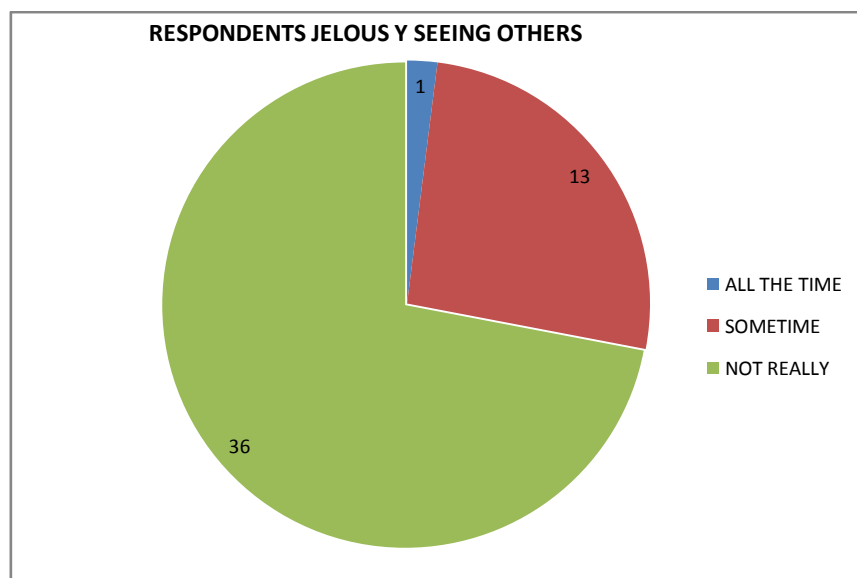
2.6 NO OF RESPONDENT FEELING JEALOUS WHILE SEEING OTHERS ON SOCIAL MEDIA

FEELING JEALOUS ON OTHERS	FREQUENCY	PERCENTAGE
ALL THE TIME	01	02%
SOMETIME	13	26%
NOT REALLY	36	72%

From the above table it can be interpreted that out of 56 respondents 36(72%) respondent not feels jealous while seeing others on of social media, 13(26%) respondent sometimes feeling jealous while seeing others on social media. 01(2%) respondent all the time feeling jealous while seeing others on social media.

So, it can be seen that majority of the respondents (72%) not feels jealous while seeing others on of social media.

Graphically Interpretation



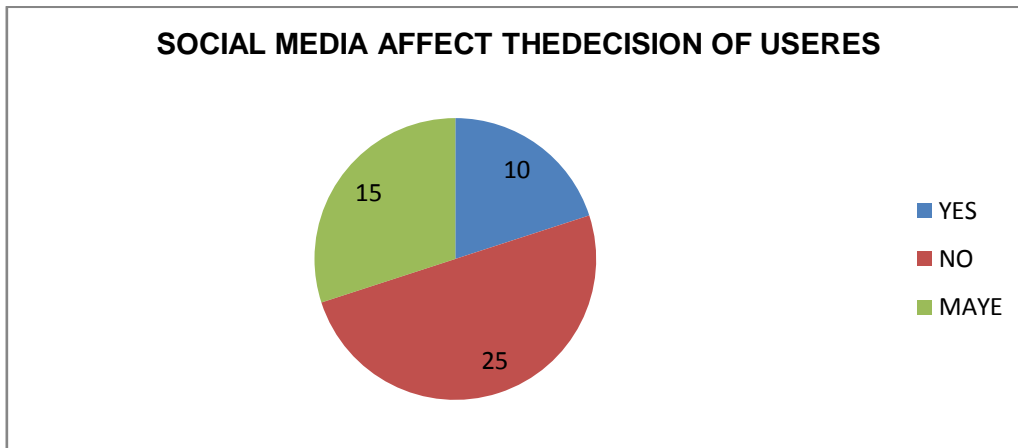
2.7 NO OF RESPONDENT AFFECTS THEIR DECISION BECAUSE OF SOCIAL MEDIA

EFFECTS ON DECISION	FREQUENCY	PERCENTAGE
YES	10	20%
NO	25	50%
MAYBE	15	30%

From the above table it can be interpreted that out of 56 respondents 15(30%) respondent maybe affects their decision due to social media, 25(50%) respondent not affecting their decision due to social media, and 10(20%) respondent affects their decision due to social media.

So, it can be seen that majority of the respondents (50%) not affecting their decision due to social media.

Graphically Interpretation



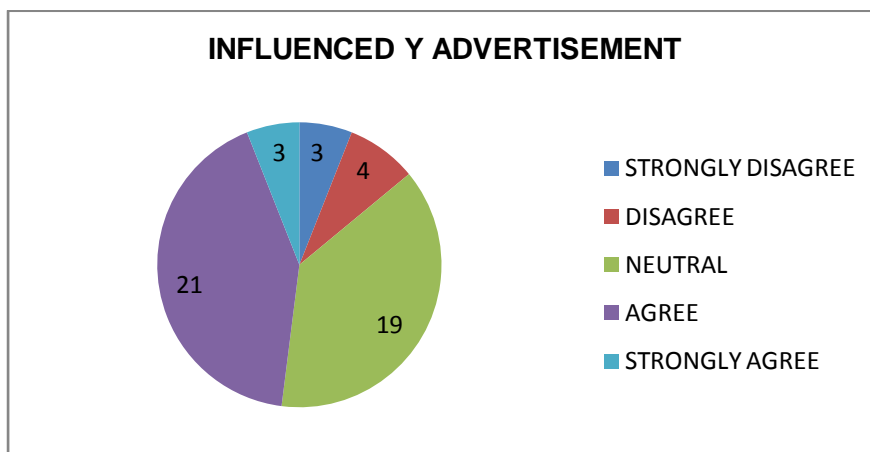
2.8 NO OF RESPONDENT INFLUENCED BY ADVERTISEMENT

INFLUENCED BY ADVERTISEMENT	FREQUENCY	PERCENTAGE
STRONGLY DISAGREE	03	06%
DISAGREE	04	08%
NEUTRAL	19	38%
AGREE	21	42%
STRONGLY AGREE	03	06%

From the above table it can be interpreted that out of 56 respondent 03(6%) respondent strongly agreed that due to social media advertisement decision changes,19(38%) respondent agreed that due to social media advertisement decision maybe change or maybe not changed,21(42%) respondent agreed that due to social media advertisement decision changes, 04(8%) respondent disagreed that due to social media advertisement decision changes and 03(6%) respondent strongly disagreed that due to social media advertisement decision changes.

So, it can be seen that majority of the respondents (42%) agreed that due to social media advertisement decision changes.

Graphically Interpretation

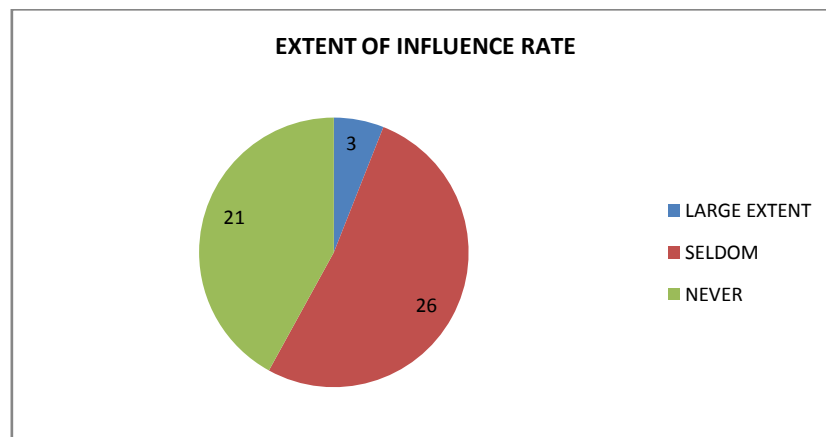


2.9 NO OF RESPONDENT EXTENT OF INFLUENCE RATE

EXTENT OF INFLUENCE	FREQUENCY	PERCENTAGE
LARGE EXTENT	03	06%
SELDOM	26	52%
NEVER	21	42%

From the above table it can be interpreted that out of 56 respondents 21(42%) respondent not extent of influence due to social media, 26(52%) respondent rarely affecting extent of influence due to social media, and 03(6%) respondent affects in a large extent of influence due to social media.

So, it can be seen that majority of the respondents (52%) respondent rarely affecting extent of influence due to social media.

Graphically Interpretation

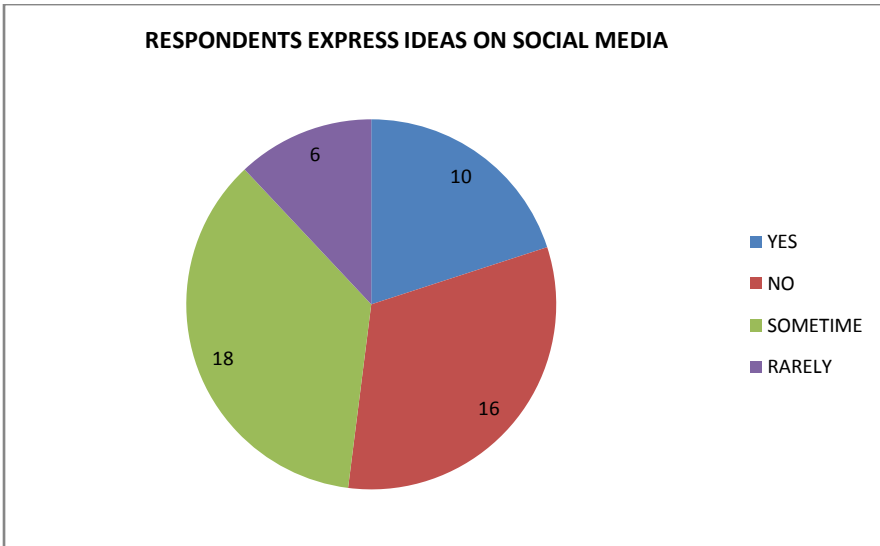
3.0 NO OF RESPONDENT EXPRESS IDEAS ON SOCIAL MEDIA

EXPRESS IDEAS ON SOCIAL MEDIA	FREQUENCY	PERCENTAGE
YES	10	20%
NO	16	32%
SOMETIME	18	36%
RARELY	06	12%

From the above table it can be interpreted that out of 56 respondents 06(12%) respondents are rarely expressing their ideas on social media, 18(36%) respondents are sometimes expressing their ideas on social media, 16(32%) respondent not expressing their ideas on social media, and 10(20%) respondent expressing their ideas on social media.

So, it can be seen that majority of the respondents (36%) are sometimes expressing their ideas on social media.

Graphically Interpretation



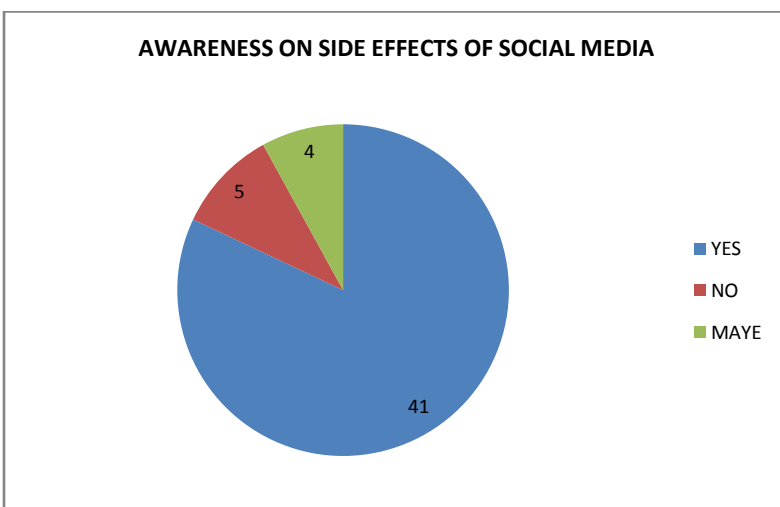
3.1 NO OF RESPONDENT AWARE ABOUT SIDE EFFECTS OF SOCIAL MEDIA

AWARNESS OF SIDE EFFECTS	FREQUENCY	PERCENTAGE
YES	41	82%
NO	05	10%
MAYBE	04	08%

From the above table it can be interpreted that out of 56 respondents 04(8%) respondents are maybe aware about side effects of social media, 05(10%) respondents are not aware about side effects of social media, 41(82%) respondents are aware about side effects of social media.

So, it can be seen that majority of the respondents (82%) are aware about side effects of social media.

Graphically Interpretation

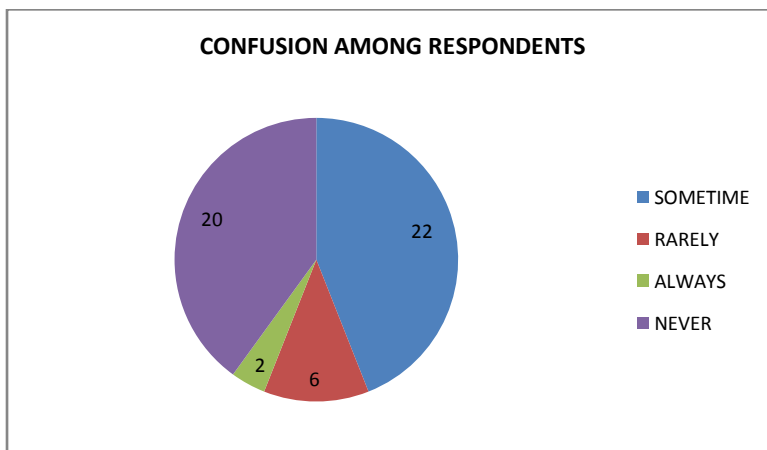


3.2 NO OF RESPONDENT CONFUCED WHILE SELECTING ON SOCIAL MEDIA

CONFUSED WHILE SELECTION	FREQUENCY	PERCENTAGE
SOMETIME	22	44%
RARELY	06	12%
ALWAYS	02	04%
NEVER	20	40%

From the above table it can be interpreted that out of 56 respondents 20(40%) respondents are never confused while selecting on social media, 02(4%)respondents are always confused while selecting on social media, 06(12%)respondents are rarely confused while selecting on social media, and 22(44%)respondents are sometimes confused while selecting on social media.

So, it can be seen that majority of the respondents (44%) are sometimes confused while selecting on social media.

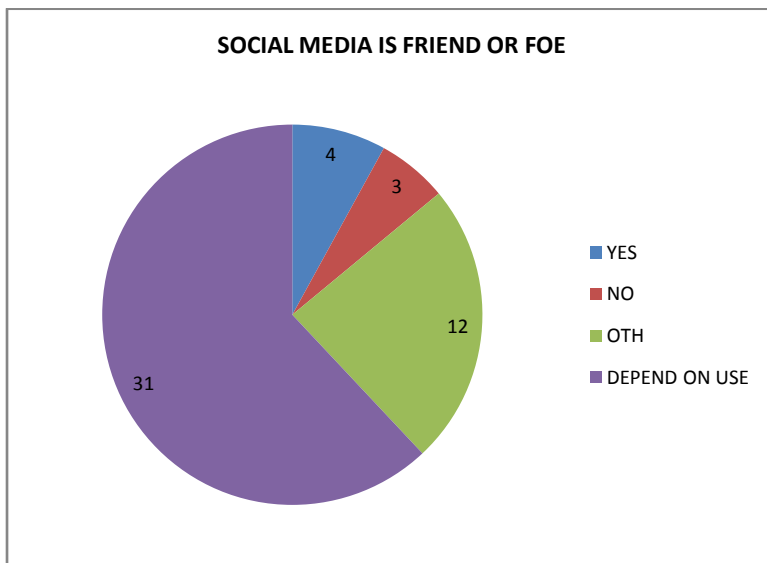
Graphically Interpretation**3.3 SOCIAL MEDIA IS FRIEND OR FOE.**

FRIEND/FOE	FREQUENCY	PERCENTAGE
FRIEND	04	08%
FOE	03	06%
BOTH	12	24%
DEPEND ON USE	31	62%

From the above table it can be interpreted that out of 56 respondents 31(62%) respondents are said that friend and foe are decided only depends on use of person, 12(24%) respondents are said that social media is friend and foe both, 03(6%) respondents are said that social media is foe, and 04(8%) respondents are said that social media is friend.

So, it can be seen that majority of the respondents (62%) said that how person usage of social media.

Graphically Interpretation



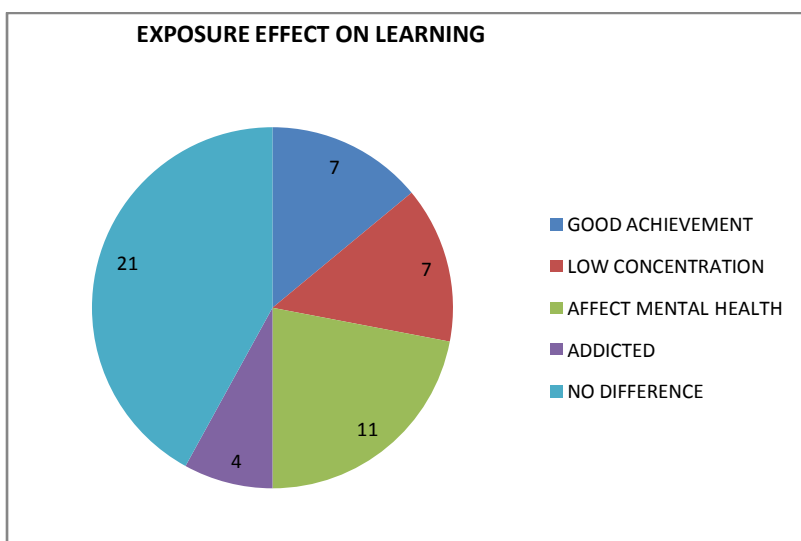
3.4 SOCIAL MEDIA EXPOSURE AFFECTS LEARNING EXPERIENCES

EXPOSURE EFFECTS	FREQUENCY	PERCENTAGE
GOOD ACHIEVEMENT	07	14%
LOW CONCENTRATION	07	14%
AFFECT MENTAL HEALTH	11	22%
ADDICTED	04	08%
NO DIFFERENCE	21	42%

From the above table it can be interpreted that out of 56 respondents 21(42%) respondents are not affecting learning experiences, 04(8%) respondents are addicted to social media, 11(22%) respondents are affecting on their mental condition, 07(14%) respondents are face low concentration on learning and 07(14%) respondents are good achievement with exposure of learning.

So, it can be seen that majority of the respondents (42%) are not affecting learning experiences.

Graphically Interpretation



5. Results and Conclusion and Suggestions

Results:

It can be seen that majority of the respondents (52%) are using social media 4 to 5 hours in a day.

It can be seen that majority of the respondents (96%) are mostly using Whatsapp other than any social media platforms.

It can be seen that majority of the respondents (54%) not faced any cyber bullying on social media.

It can be seen that majority of the respondents (80%) are not facing any major problem due to social media.

It can be seen that majority of the respondents (72%) not feels jealous while seeing others on of social media.

It can be seen that majority of the respondents (50%) not affecting their decision due to social media.

It can be seen that majority of the respondents(42%) agreed that due to social media advertisement decision changes

It can be seen that majority of the respondents (52%) respondent rarely affecting extent of influence due to social media.

It can be seen that majority of the respondents (36%) are sometimes expressing their ideas on social media.

It can be seen that majority of the respondents (82%) are aware about side effects of social media.

It can be seen that majority of the respondents (44%) are sometimes confused while selecting on social media.

It can be seen that majority of the respondents (62%) said that how person usage of social media.

It can be seen that majority of the respondents (42%) are not affecting learning experiences.

Suggestions:

Youth needs to be trained for usage of the social media so they minimize time wastage on chatting and other irrelevant engagement that are not major importance on their lives

Parents and guardians should pay more attention to their children and wards the usage of mobile phones and other internet services to ensure proper as well as positive utilization.

Provide them a platform in social networking site to do something good for the society or for the welfare of the society encourage youth to do so and appreciate them in such as activities.

Motivate them to follow their own skills and knowledge and don't influence by other skills.

Make them responsible so that they respect their own decisions and not depend on others for their life's important decision.

Teachers and family members should guide them for proper use of social media so that improve their knowledge skill and ability to work hard.

Conclusion:

Social Networking Sites can give every one of the available resources to foster individual and social perspectives, the youngsters need to investigate the possibilities of these destinations. Despite the fact that it makes a couple of adverse consequences on youth, we can't imagine a world without these locales today. In this way, restorative and preventive measures ought to be taken towards these adverse consequences and the youngsters ought to be knowledgeable and should have legitimate mindfulness with respect to such issues of Social Organizing Sites. Person to person communication Sites impact the way of life of youth so the brands and organizations can take advantage of the space of Social Networking Sites to make steadfastness among youth. On the off chance that the Social Networking Sites advance a solid way of life through its posts, recordings and messages, that will assist with fostering a sound youthful age.

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