



A STUDY ON “ IMPACT OF SOCIAL MEDIA ON YOUTH”

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ABSTRACT :

The research Paper presents “ A Study on “ Impact of Social media on Youth”

in Parul University, Vadodara. Social media has greatly impacted people, especially young people, and has become an essential component of daily life in today's society. The goal of this study is to better understand the purpose, usage patterns, and consequences of social media on the personal lives and lifestyles of Parul University's young. Users may connect, express themselves, and learn using social media platforms such as WhatsApp, Twitter, Facebook, LinkedIn, and YouTube. These platforms allow users to interact with others instantly and exchange ideas on a wide range of topics. Social media offers problems in addition to opportunities for good deeds including building relationships, elevating voices, raising awareness, encouraging research, and igniting social change. The negative effects of social media usage are highlighted by problems with addiction, mental and physical health, cyberbullying, and the fuzziness of the lines between virtual and real-world interactions. This study emphasizes how important social workers are in treating the psychological and social problems brought on by excessive social media usage, supporting moderation in participation, and raising knowledge of responsible digital citizenship. This study highlights the significance of youths using social media with awareness and helps to a greater knowledge of its ramifications by illuminating the subtleties of its influence.

KEYWORDS : Social media , Youth , Mental Health .

INTRODUCTION :

Social media is necessity in now a days. It plays a vital role in our day to day life.no one can separate self from its influence in now day.it is addictive as alcohol and tobacco .its refers to any of application suchWhatsApp, twitter, Facebook, Linkedin and Youtube etc. social media tools provide better way of opportunities and interaction to learn a lot of things which we wants with the help of social media platforms users can connect with other people within few minutesand share their ideas on different areas of interest and issues.The large use of social media has been on the rise among the new generation youth.there are both negative and positive impact of the use of social media.social media useful in such as connection , platform to express, giving voice , Positive inspiration, awareness, research, digital activism and social change. However despite these benefits social media have numerous negative effects on society like mental and physical health problems, cyber bullying or trolling ,tech addiction, reel vs real life , familial breakups. Social media is Occupies a vital role in changing the lifestyle of the people. It use for transforming information, teaching as well as learning , interaction, exploring knowledge . in these days we can get any information around the world , but the most contentious question is that social media is beneficial perception and views about social media and its uses. Today young people spend much time and give impotence to social websites and applications rather friends, family, school, study and sports .its depend on how a person comprehends. The effect of social media on youth is certainly a hotly debated issue nowadays. Web-based entertainment has become such a major piece of our lives, particularly for youngsters. It's insane the amount it has meaningfully had an impact on the manner in which we convey, share, and consume data.vThe effect of social media on youth is certainly a hotly debated issue nowadays. Web-based entertainment has become such a major piece of our lives, particularly for youngsters. It's insane the amount it has meaningfully had an impact on the manner in which we convey, share, and consume data. One of the greatest effects of web-based entertainment on youth is the manner in which it influences their psychological wellness. With steady openness to painstakingly arranged and sifted adaptations of others' lives, it's simple for youngsters to look at themselves and feel deficient.

SIGNIFICANCE OF THE STUDY :

Social workers aim to improve peoples lives by helping with social and interpersonal difficulties. Social worker protect children and adults with support needs from harm. They are help a wide range of individuals , families, and communities who are facing various social , emotional, and economic challenge. Social media tools provide better way of opportunities and interaction to learn a lot of things .but there are both negative and positive impact of use of social media platforms. From this study research can understand the actual problem which is increasing in youths life by using social media and the can aware people to describethe us of social media and social sites. Or use is in a positive way like education,expansion business , digital activism and social change.

REVIEW OF LITERATURE :

- As depicted by Iwamoto and Chun (2020), when understudies are impacted by web-based entertainment posts, particularly because of the rising dependence via online entertainment use throughout everyday life, they might be urged to start contrasting themselves with others or foster incredible ridiculous assumptions for themselves or others, which can have a few emotional results.
- As depicted by Iwamoto and Chun (2020), when understudies are impacted by web-based entertainment posts, particularly because of the rising dependence via online entertainment use in life, they might be urged to start contrasting themselves with others or foster incredible ridiculous assumptions for themselves or others, which can have a few emotional results.
- Livingstone and Bober (2003), brought up that the fundamental justification for age hole is expanded utilization of online entertainment and individuals failed to remember their ceremonies and customs because of the abuse of social media.
- Brady, Holcomb, ways for instruction and understudies involves online entertainment for e-learning. and Smith (2010) expressed that online entertainment had given great stage Lusk (2010) said that, online entertainment could be utilized for a scholastic by understudies. Understudies can reason master and upgrade their relational abilities. Virtual entertainment has new web apparatuses which can be utilized by the understudies to propel their mastering abilities.

RESEARCH METHODOLOGY :

OBJECTIVES :

- To study impact of social media on youth of parul university.
- To understand purpose of social media.
- To determine how to youth of parul university use social media in their daily lives.
- To study whether there is any negative effects on the personal life of youth by social networking sites.
- To identify hoe social networking sites affect the life style of youth.

RESEARCH DESIGN :

Survey method used from the respondent belonging to the youngsters. Questionnaires constructed and distributed to 50 respondents.

UNIVERSE:

The universe of the study were all students in the parul university.

SAMPLE:

The research interviewed the young people both male and female .sample are selected from the parul university.the sample size of the study is determined to be 50 young people.

TOOLS OF DATA COLLECTION :

A structured questionnaire with closed and open ended question will prepared for the purpose of data collection.

Collection of the data :

Primary data :

Questionnaires

Secondary data :

Websites

Books

FINDINGS :

- On the basis of analysis following findings were drawn for the study .
- According to the preceding data, 74% (n=37) of the respondents are between the ages of 18 and 24, and 16% (n=8) are above the age of 24. However, out of 50 respondents, only 10% (n=5) fall into the 16–18 age range.

- It is evident from the data shown that 74% (n=37) of users use Instagram, 58% (n=29) use Facebook, 56% (n=28) use SnapChat, 28% (n=14) use Twitter, 26% (n=13) use Pinterest, and 10% (n=5) use a variety of other social media platforms.
- According to the table, 46% (n=23) of users spend three to four hours on social media platforms, 30% (n=15) use them for four hours or more, 14% (n=7) use them for two to three hours, and 10% (n=5) use them for one to two hours.
- According to the aforementioned data, 44% (n=22) of users use social media platforms hourly, 36% (n=18) use them nearly continuously, 16% (n=8) use them daily, and 4% (n=2) use them less frequently than once a week.
- As can be seen from the table, 52% of respondents (n = 26) think that spending a lot of time online is healthy, whereas 48% of respondents (n = 24) disagree.

CONCLUSION :

In conclusion, this study highlights the significant role that social media plays in the lives of young people at Parul University. While platforms like WhatsApp, Twitter, Facebook, and others offer great opportunities for communication, learning, and expression, they also bring about various challenges. On the positive side, social media serves as a powerful tool for connection, expression, and raising awareness about important issues. However, it also presents negative aspects such as cyberbullying, addiction, and blurring the lines between online and offline life. This research underscores the importance of social workers in addressing these challenges and promoting responsible social media use. By raising awareness and educating young people about the benefits and risks of social media, we can help them navigate this digital landscape more effectively and ensure their well-being. Furthermore, understanding these dynamics is crucial for both individual and societal development in today's digital age.

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