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## **A Study on the Adverse Effects of Social Media on Young People's Reading Habits**

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### **ABSTRACT**

The growth of social media platforms in recent years has changed the way people interact, connect, and utilise information. Social media has become an essential component of young people's daily life due to its tremendous appeal and ease of access. Concerns have been stated, however, regarding the possible negative impacts of social media on different aspects of their lives, including their reading habits.

Reading is important for intellectual growth, language learning, critical thinking, and general academic achievement. It increases people's viewpoints, improves their information base, and boosts their imagination and creativity. However, the arrival of social media has presented new challenges and distractions that may hamper young people's reading engagement.

The objective of this study is to inquire examine the adverse effects of social media on young people's reading habits. This study aims to provide significant insights into the potential consequences of excessive social media involvement on their reading behaviours through assessing the relationship between social media usage and reading behaviours.

**Key words** – Reading a book, reading a newspaper, reading a novel, change, technology, a smartphone, social media, knowledge.

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### **Introduction**

In recent years, the emergence and widespread use of social media has drastically changed the way young people interact, communicate and consume information. Social media platforms such as Facebook, Instagram, Twitter and Snapchat have become an important part of young people's daily lives, influencing various elements of their behaviour and routines. While social media offers many benefits when it comes to staying connected and sharing information, there is growing concern about its negative impact on important areas of young people's lives, such as their reading habits.

The influence of social networks on reading habits can be attributed to several factors. First, social media platforms offer a lot of compelling content that competes for young people's attention and time. The constant stream of updates, notifications, and media often keeps them from reading activities. The addictive nature of social media, with its emphasis on instant gratification and brief bursts of information, can cause interest in continued reading to wane.

In addition, social media platforms are designed to encourage fast surfing and scrolling, which can affect young people's ability to engage in reading and comprehension. Continuous exposure to short texts, memes, and visual stimuli can encourage a preference for easily digestible content, making it difficult for young people to spend time for reading longer books or textbook. In addition, the social aspects of social media, such as peer-to-peer interactions and online communities, can divert young people's attention away from reading. The desire to stay connected and participate in social conversations on social media platforms can take up a lot of time that could otherwise be spent on reading activities.

It is crucial for educators, parents and policy makers to understand the negative impact of social media on young people's reading habits. By identifying the challenges and barriers young people face in developing a reading routine in the digital age, appropriate interventions and strategies can be implemented to encourage and encourage reading in this demographic.

To examine the negative impact of social media on young people's reading habits, this study will use a mixed-methods approach. Quantitative data is collected through surveys conducted on a representative sample of youth that collect information about their social media usage patterns, reading habits, preferences and perceived challenges. In addition, in-depth interviews will be conducted to gain deeper insights into their experiences, motivations and attitudes towards reading and social media.

The results of this study will add to existing knowledge about the negative impact of social media on young people's reading habits. The results are expected to highlight the impact of excessive social media use, fragmented attention spans, and the allure of instant gratification on reading engagement. The implications of these findings are discussed and recommendations are made for promoting healthy reading habits in the digital age.

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## Literature Review

Renowned Hindi writer Girish Karnad says technology has affected the reading habits of the youth and they are missing out on the real pleasure of reading hardbound books. Karnad says that the trend of reading from hard bound or paperback books has ended in the younger generation. They stick to tablets or iPads now. Karnad, who writes plays in Kannada, said he strongly feels young people are missing out on the real joy of reading. He said that I must be careful in saying this because it is common for people my age to think that young people are not enjoying the way our times are. Karnad said that it is natural for the youth to have a fascination with new technology, but the appeal of printed books is timeless. Karnad said that in the twenty-first century, this beautiful world of books is being imprisoned in the hard chains of e-books.

According to the Oxford dictionary, websites and applications that enable users to create and share content or participate in social networking are called social media. According to Wikipedia, social media is a social discourse between people in which they create, share, or exchange information over virtual communities and networks. Overall, social media or social networking sites are such electronic medium through which people can exchange ideas (this includes pictures and videos) with the members involved in the said medium. According to a study, there are about 200 social networking sites in which Facebook, Twitter, My Space, LinkedIn, Flickr, Instagram (photo, video sharing sites) are the most popular. There are more than 1 billion 28 crore Facebook users (Facebook users).

At the same time, the number of Instagram users worldwide is 150 million, the number of LinkedIn users is 200 million, the number of MySpace users is 30 million, and the number of Twitter users is 90 million. In 1994, when Yahoo launched Geo Cities, the world's first social site, it would not have been thought that their initiative would take a wide form in the coming years. The birth of social media is considered in 1995. At that time, a site called Classmates.com was started through which people from schools, colleges, workplaces and military could connect with each other. This site is still active. After this, in the year 1996, a social site named Bolt.com was created. In 1997, a site called Asian Avenue was started for the Asian-American community. The biggest change in the field of social media was the birth of Facebook and Twitter on February 4, 2004. In 20 years since 1994, this journey grew so fast that social media sites like Orkut, Blog, Facebook, Twitter, Instagram came to the fore. Mark Zuckerberg, a student at Harvard University, designed a network on February 4, 2004.

It was started in the name of Facemash. Initially, it served as an internet for Harvard University students, but quickly gained popularity and expanded to the whole of Europe. In 2005, its name was changed to Facebook. In 2005, Facebook gave a new treat to its users when it also allowed them to upload photos. This was the most important and revolutionary step in the journey of Facebook, which worked to give new dimensions to the virtual world. The facility of uploading photos was a revolutionary step as it brought life to the expression of ideas through the medium of photos.

With the advent of e-book readers, this myth has started breaking that people want to see and not read. E-book reader has increased the habit of reading in America. An e-book reader makes a book, magazine or newspaper fit in the palm of your hand. It is certain that in the coming days e-book readers will change the world of readers, publishers and writers. Imagine walking on a gadget like Premchand's Godan or Chetan Bhagat's Three Mistakes of Life with a pocket diary in your hand, sitting on the terrace of your house, in a corner of a mall or traveling in a metro, reading a novel. Textbook It has become so easy to read any religious book.

Furthermore, integrating social media and technology into reading experiences, for example through online book clubs or interactive reading platforms, can stimulate young people's interest in social media and encourage participation in reading (Kim et al., 2014).

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## Research Objective

- To study the interrelationship between the use of social media and the amount of time spent on it.
- To study the trend of involvement of youth in social media.
- To study the increasing distance from books among readers after the use of social media.
- To study the time and usage of data for social media.

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## Research Method

Questionnaire is also one of the methods used to collect material in the field of research and survey. The basic objective of the study is to throw light on the studies being done from books after the use of social media. Therefore, according to the objectives of the study, the respondents using social media were selected. In the selection of respondents, urban and rural respondents were selected. Young students, professionals associated with the media were included in the respondents. Bogardus has written defining the questionnaire. A questionnaire is a table of questions given to different persons to answer. The more carefully and systematically the questionnaire is constructed. Presently the internet and technology have made questionnaires even easier. There are many online websites that prepare questionnaires online and their answers are easily available immediately. The help of online website Survey

Monkey was taken for this study. A total of 40 respondents were sent the questionnaire through e-mail. 10 questions were asked in the questionnaire. The answers obtained from the qualitative method were given a quantitative form and discussed on the following grounds.

Based on the content analysis of the questionnaire

1. Utility Behaviour
2. Time of Use
3. Teaching Utility
4. Change in Study Attitude
5. Distance from the book
6. Online Study
7. Increase in knowledge
8. stock trend
9. Data Charges
10. Internet Utility at Night

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## Results and Discussion

Online questionnaires were sent to the selected sample through purposive sampling method under the questionnaire method. A total of 40 people were selected to answer the questionnaire. A total of 10 questions were asked to the selected respondents and various facts related to the problem were collected. The answers obtained through the questionnaire were available in qualitative form, to give them quantitative form, content analysis method was used.

Questionnaire responses were received from a total of 40 respondents through an online survey website. All the respondents had different level of utility. Following finding came after data analysis received from respondents-

- 91 percent of the respondents admitted that they use Facebook. While 9 percent people were of the opinion that they use Twitter. In terms of utility, it was revealed that none of the respondent's blog or were active on Instagram.
- 22 percent of the respondents admitted that they check social media sites every 30 minutes. 44 percent of people admitted that they check social media sites in an interval of 1-1 hours. 34 percent people believed that they check social media once in 4 hours.
- 58 percent of the respondents admitted that they often read books before using social media sites. 32 percent people admitted that they used to read books sometimes. Whereas, 10 percent people were of the opinion that they never used to read books before.
- 17 percent of the respondents believed that they are reading books as much as they used to read before using social media sites, even after using social media sites. 35 percent of the respondents believed that their reading habits have been affected after using social media, now they are studying less than before. At the same time, 48 percent people admitted that they are not able to read at all after using social media sites.
- 63 percent of the respondents felt that social media sites have taken them away from books. At the same time, 21 percent people believed that their reading habit has not reduced due to social media sites. 16 percent people admitted that they sometimes read books.
- 27 percent of the respondents admitted that they use social media websites only through the Internet. 61 percent were of the opinion that they study through social media sites as well as some informative websites. Whereas 12 percent people did not express any opinion about it.
- 64 percent of the respondents believed that they can increase their knowledge through social media sites. 33.31 percent of the respondents were of the opinion that social media sites enhance their knowledge to some extent. 5 percent opinion was received on wasting time from social media.
- 37 percent of the respondents agreed that they share information of importance in the social media site. 8 percent people were of the opinion that they only share information related to education. At the same time, 55 percent people told that they share important information, educative posts, own photos, information and entertainment information, everything.
- 62 percent people were of the opinion that they are spending 2 GB internet data per day. 28 percent people replied that they use 1 GB of data per day. Whereas, 10 percent people were of the opinion that they are not able to spend even 1 GB data per day.
- 17 percent people admitted that they use social media sites only till 10 pm. 31 percent people admitted that they use social media sites till 11 pm. 35 percent people were of the opinion that they use them till 12 noon. At the same time, the opinion of those who use social media sites till 1 am was 16 percent. 11 percent of the respondents did not provide any information about it.

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## Conclusion

In conclusion, the adverse effects of social media on young people's reading habits are a pressing concern. The study's findings highlight the need for further research and the development of approaches for addressing these consequences. Educators, parents, and policymakers can work together to encourage a generation of young readers who can navigate the challenges of social media and get the benefits of sustained reading comprehension in the digital age by promoting digital literacy skills and creating engaging reading experiences within the digital landscape.

Excessive social media use has been proven to harm young people's reading habits. The constant availability of social media content, along with the attraction of immediate fulfilment and short bursts of knowledge, discourages them from sustained reading activities. The result of this trend has been reflected in a reduction in the frequency and duration of reading activities among young people.

Considering these findings, it is clear that social media is interfering with young people's reading habits. However, efforts to encourage reading in the digital age can be implemented.

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