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An Impact of social media on Youth: A perception of Social Work Student and its intervention (with reference to Parul University)

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ABSTRACT:

Social media now plays a crucial role in young people's lives, impacting their behaviour, social contacts, and general well-being. With an emphasis on the opinions of Parul University social work students, this study investigates the effects of social media on young people. The study looks at social media's advantages and disadvantages, including how it affects communication, mental health, and academic participation. This research paper highlights an Impact of social media on Youth: A perception of Social Work Student and its intervention. This paper mainly includes Introduction, Literature review, objectives Data Method, finding and conclusion. Main objectives were to study socio economic and educational status of social work students and it also reflects that any to study education status of students, to analyse perception of Social Work students about impact of social media. To interpret views of social work students about intervention on impact of social media.

Data and Method: Quantitative method was used in this method. A sample size 50 social work students were interviewed for the data collection. Data contains age, sex, family background, occupation, education status, views, perceptions and interpretation of social work students for using social media and impact of social media for youth.

Conclusion- The conclusion emphasizes the need for a comprehensive approach to mitigate the negative effects of social media on young people. Key strategies include implementing stronger regulations, involving parents, providing educational programs, and ensuring mental health support.

Key words - Social Media, social work intervention, views, perception, impact of social media.

According to the survey, 63% of participants acknowledge both beneficial and detrimental consequences on mental health, underscoring the nuanced connection between social media use and psychological health. Additionally, social media has a big impact, as evidenced by the 82% of respondents who said they were influenced by it. The study also looks at coping strategies used by students, and the most popular one, according to 42% of respondents, is imposing time limits on social media use. Regarding intervention tactics, 45% of participants favour an all-encompassing strategy that incorporates more stringent regulations, parental participation, educational initiatives, and mental health assistance. All things considered, the results highlight the necessity of a well-rounded strategy for social media use that includes laws, awareness campaigns, and programs for mental health support. The report emphasises how important social workers are in helping young people use social media responsibly and advocating for solutions that lessen its negative consequences. These revelations have important ramifications for legislators, educators, and mental health specialists as they develop practical plans to capitalise on social media's advantages while tackling its drawbacks.

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Introduction:

Social media has become an integral part of people's lives in the twenty-first century, particularly for young people. Young people are increasingly interacting online, which shapes their ideas, activities, and social experiences, thanks to the growth of digital communication platforms like Facebook, Instagram, Twitter, WhatsApp, and YouTube. Even though social media offers many advantages, such real-time communication, educational materials, and networking opportunities, it also brings up challenges with addiction, mental health, cyberbullying, disinformation, and a decline in in-person relationships. Knowing how social media affects young people has become essential, especially from a social work standpoint, since it helps practitioners create plans that tackle its drawbacks while highlighting its advantages.

Social media's main goal is to improve community development, communication, and teamwork among various demographics and geographic areas. Social media has changed from static websites to dynamic platforms where users actively participate in debates, voice their opinions, and engage with various types of digital material as a result of the development of the internet, especially Web 2.0 technology.

Social networks are one of the various categories into which social media can be divided. Tumblr, LinkedIn, Facebook, and Twitter are a few examples of social networks. These platforms facilitate online connections and interactions between individuals and brands. Businesses can use social networks to generate leads, boost conversions, build relationships, raise social awareness, provide customer support, and establish brand recognition. Companies can reach a larger audience by using these social networks to launch a variety of marketing efforts. Social networks facilitate communication, information sharing, and the development of win-win partnerships between people and companies. Social networks like Facebook, Twitter, and LinkedIn provide both organic (free) and paid tactics to assist you boost your present marketing efforts You reach a wider audience and accomplish your objectives. These platforms give companies a lot of chances to improve their online visibility.

Digital platforms and apps that let users create, share, and engage with information in a virtual environment are referred to as social media. It is intended to help people, groups, and organisations communicate, network, and share material. Social media, as opposed to conventional media like radio, television, and newspapers, enables global connectivity, user-generated content, and real-time participation.

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Social media today permeates every aspect of daily life, impacting personal relationships, business, politics, education, and entertainment. From marketing tactics to social activity, it has developed into a potent instrument influencing contemporary culture.

Significance:

Social media use significantly affects interpersonal connections, especially how families interact and communicate, which can result in problems at home that may need to be addressed by a professional. By emphasizing the value of parent-child interactions and the impact of media on them, this study will help parents and other caregivers. Because it highlights elements that support positive parent-child connections, social workers, counselors, psychologists, and other professionals will also find it useful. The results of this study may be used as a basis for workshops and seminars. The study's ultimate goal is to advance research and understanding by achieving its goals.

Review of literature:

Donna and Fraser (2004) examined how technology, particularly social networking sites (SNS), influences interpersonal interactions. Their study found that SNS users were more likely to reveal their "true selves," highlighting the role of these platforms in fostering human connections. However, they noted that replacing face-to-face interactions with virtual ones can make relationships less personal, illustrating both the benefits and challenges posed by technological advancements.

According to Sonia Livingstone (1998), a professor of social psychology and former head of the Department of Media and Communications at the London School of Economics and Political Science, "Young people use social networking sites as part of their interpersonal relationships to engage with family members, significantly changing how they interact with others... In particular, college students are exploring, experimenting, and reshaping their identities on Social Networking Sites while interacting with their peers."(There is no meaning)

According to Ellison et.al. (2007) explored the utilization of social networking sites among college students at a Midwestern university, highlighting their significant role in fostering social interactions. The study found that these platforms were predominantly used by students to maintain pre-existing relationships, particularly with high school friends. Additionally, social networking sites facilitated connections with individuals' students had encountered in person, such as classmates or peers residing in their dormitories. This research underscores the importance of social networking sites as tools for sustaining and building interpersonal relationships within the context of higher education.

Young people's use of technology, especially social networking sites, is examined by Goodman (2007). His research looks at how students use these platforms, what websites and apps they like, and the main factors influencing their rising appeal among college students. He stresses that social networking sites have become an essential element of students' everyday lives and are no longer only a part of their life. Furthermore, young people are among the most proficient users of new technologies in addition to being early adopters. Studies by Huong (2008), Valkenburg and Peter (2006), Subrahmanyam and Lin (2007), and Chernigo and Barnett-Ellis (2007) provide more evidence that younger people utilise social networking sites more regularly than older people. Additionally, young people use these sites for a number of reasons.

Peluchette and Karl (2008) surveyed on Undergraduate students at a Midwestern institution to find out how they used social networking sites and whether they thought the stuff they published was suitable. According to the report, Facebook is the most widely used social networking site, with 80% of participants having used at least one. The majority of respondents were at ease letting friends, family, and classmates see their profiles. They were more

unbiased, though, when it came to strangers and employers' access. This suggests that students were conscious about limiting the visibility of their private information outside of their close social networks.

Coyle and Vaughn (2008) conducted a survey and examined previous studies on the subject. In order to examine how teenagers use social networking sites, on the subject. According to their research, maintaining relationships with friends is the main motivation for utilising social networking sites. They added that everyday and informal contacts are frequently conducted on these platforms. The study also made clear that social networking sites are a dynamic mode of communication that is always being influenced by new developments in technology.

Nicole Ellison's (2008) research on social networking sites provides insightful information on how people use them. 85% of participants in the study said they used at least one social networking site. These platforms have become much more common over the last two years, and usage varies by age. Of the respondents, 95% of those between the ages of 18 and 19 used social networking sites, while only 37% of those over the age of 30 did so. Furthermore, users who were younger tended to have larger online social circles; the majority of users who were 18 and 19 years old had more than 200 friends, whereas users who were 30 years of age and older had 25 or fewer. The most popular platform was Facebook, which was followed by MySpace.

According to Won Kim and Sang-Won Lee (2009), young people today utilise social networking sites extensively in order to stay in touch with old friends, make new ones, and share user-generated content like blogs, movies, and images. The purpose of their study was to look into what variables motivate college students to use these sites.

according to Mikolaj Jan Piskorski's 2009 study One of the most common activities on social networking sites is looking at images, Understanding the Uses of Social Networks. According to him, people can display their social lives and fame by posting pictures of themselves without overtly boasting. Furthermore, photographs offer a subtly intrusive kind of voyeurism, enabling users to have a peek into the lives of others. Significant gender variations in social networking site usage were also found by the study. males were most frequently seen looking at pictures of women they did not know, followed by males looking at women they knew, and women mostly looking at pictures of other women they knew.

Beck and Hoover (2009) investigated on Undergraduate psychology students' use of social networking platforms According to their research, the majority of students used Facebook, and many of them had profiles that were open to the public. Furthermore, some profiles had publicly viewable, dubious content. They underlined the necessity of formal education to instruct youth on how to use these platforms appropriately in light of these findings. In a similar vein, Petter Bae Brandtzaeg and Jan Heim (2009) investigated the many motivating variables that influence the use of social networking sites by individuals, especially college students. Through a quantitative content analysis of 1,200 qualitative replies from users of social networking sites, their study examined people's subjective motivations for using these platforms.

Keenan and Shirile (2009) has done An exploratory study on four social networking sites and the elements that encourage connection and social interaction. According to their investigation, Facebook and Myspace, the two biggest platforms, attracted the most attention because of their vast social features, which made a thorough analysis necessary. LinkedIn and Twitter, on the other hand, target distinct markets; LinkedIn prioritises professional networking, while Twitter concentrates on microblogging.

Lack, Bicen, and Cavus (2010) investigated which social networking sites were most popular among youth by looking at how students in the computer education and instructional technology department used them. According to their research, youths now rely heavily on the internet for communication and information exchange. According to the findings, students most frequently used Facebook and Live Spaces as social networking sites.

Similarly, a study was carried out by Miller, Parsons, and Lifer (2010) to evaluate the appropriateness of the content shared by young people on social networking sites. The results showed that young people often share content that might not be appropriate for all viewers, especially prospective employers. It is astonishing that many teenage users still engage in this behaviour in spite of extensive media coverage emphasising the detrimental effects of inappropriate internet posts.

Park (2010) looked into the use of social networking sites by various academic groups. Three user groups were the focus of his study: faculty members, graduate students, and undergraduate students at Yonsei University in Seoul, South Korea. The results showed that there were differences in the usage patterns of each group. While graduate students preferred community services over profile services, undergraduates tended to use profile services more than community services. Faculty members, on the other hand, were typically less active on social media.

RESEARCH METHODOLOGY

Objectives

- To study socio economic status of students.
- To study education status of students.
- To analyse perception of Social Work students about impact of social media.
- To interpret views of social work students about intervention on impact of social media

Data and Methods

Rational for selection of Study Area

Vadodara is one of Developed district of Gujarat. Present study is on impact of social media on youth an perception of Social Work Student and its intervention.

Researcher selected this Parul University and students from Social work background due to this study its related social problems and social work interventions. This is very much negligible for this research study. There is no any research on this particular subject. Researcher wanted to explore more knowledge about proposed study.

Research Design

To reveal the field facts through scientific research instruments, the researcher used exploratory research design. The research aims at exploration and in-depth study. Researcher used quantitative Method research design. The research methodology applied in the pursuance of study includes the data collection through primary and secondary sources.

Universe of study: Universe of Study was Parul University of Vadodara City of Gujarat. or research study researcher selected Social Work Students from BSW, MSW and MSW-HRM students. Researcher adopted exploratory research design for this study whereby researcher might be acquiring more knowledge, perception of study.

Sampling Size and Sampling Technique – 50 students from the BSW, MSW, MSW -HRM from the faculty of social work department were taken for this study. Simple Random Sampling was used for this study.

Sources of Data Collection

Primary and secondary data sources were used for the data collection.

Primary data: Researcher had to approach all respondents such as social work students. Researcher has collected data from all social work students using interview scheduled, structured and semi structured interview scheduled has been used for data collection. **Secondary Data**: The researcher used all material regarding study such as material from government reports, publications, articles, websites, books, journals, research papers, literature regarding social media, impact of social media on youth, government intervention about social media.

Structured Interview Schedule – The Primary data have been collected with the help of interviews scheduled with social work students. Students from social work undergraduate and master of social work students were interviewed.

Semi- Structured Interview Schedule – Semi structured interview tool helped to collect from Students, government officer, other government staff. Being semi structured question, it was easier to capture the views, opinion, and experience's opinion of students in a descriptive manner.

Results and Findings

Table no 1 Showing the Socio-Economic Status of Students

Sr no	Income status	Frequency	Percentage
1	Low Income	18	30
2	Middle Income	30	50
3	High Income	12	20
	Total	60	100

From the above Table no 1 reveal that Low Income 30% (18): Students from economically weaker backgrounds, requiring financial aid and social support.

- *Middle Income 50% (30): Balanced economic diversity, representing the majority of students.

- *High Income, 20% (12): Students from affluent families, indicating social work is pursued across economic classes.

Table no 2. Showing The Socio-Economic Challenges Faced by Students

Sr no	Challenges	Frequency	Percentage
1	Financial Difficulties	24	40
2	Limited Access to Resources	18	30
3	Balancing Work study	12	20
4	No financial constraints	06	10

Frome the table no. 2 revealed that Financial Difficulties, 40% (24) Students struggle with tuition and living expenses, affecting their academic performance.

- *Limited Access to Resources 30% (18) Students face challenges in accessing educational materials and digital learning tools, hindering their learning experience.

- *Balancing Work & Studies, 20% (12): Students working part-time may struggle to balance academic responsibilities, impacting their performance.

- *No Financial Constraints 10% (06) A small percentage of students face no financial difficulties, allowing them to focus on their studies.

Table 3 Showing the Education Status of Students

Sr no	Stream	Frequency	Percentage
1	BSW	06	08
2	MSW	20	34
3	MSW-HRM	33	56
4	Ph.D	01	02
	Total	60	100

From the above Table no 3 reveal that 56% (33) of students pursued MSW-HRM (Human Resource Management), 34% (20) pursued MSW (Master of Social Work), 8% (06) pursued BSW (Bachelor of Social Work), and 2% (01) obtained a Ph.D., according to the data. This suggests that social work and human resource management education are highly valued.

Table no 4 Showing the Educational Influence of Social Media on Students

Sr no	Educational Impact	Frequency	Percentage
1	Positive Influence	44	73
2	Neutral	13	22
3	Negative Influence	03	05
	Total	60	100

From the above Table shows that Positive Influence 73% (44): social media enhances education by increasing awareness and learning opportunities.

- *Neutral 22% (13) social media have little to no impact on education, according to some students.

- *Negative Influence, 5% (3)A small minority view social media as a distraction or source of misinformation, harming education.

Table no 5 showing The Social Work Interventions on Impact of Social Media

Sr no	Intervention strategy	Frequency	Percentage
1	Comprehensive approach	27	45
2	Supporting Policy Changes	15	25
3	Parental and community involvement	12	20
4	Mental Health Support Programs	02	03
5	Educational programs	04	07
6	Total	60	100

From the above Table Showing that the Comprehensive Approach 45% (27) Majority believe a combination of strategies (policy changes, community involvement, education, and mental health support) is the best solution.

- *Supporting Policy Changes 25% (15): A quarter of students advocate for stricter social media regulations to address its impact.

- *Parental & Community Involvement 20% (12) Suggests that community awareness and involvement are necessary to mitigate social media's negative effects.

- *Educational Programs 7% (04): Indicates the need for training on media literacy and responsible social media use.

- *Mental Health Support Programs 3% (02): Few students suggest direct mental health interventions to address social media's impact on mental health.

Table no 6. Showing that Perception of Social Work Students on Social Media Impact

Sr no	Perception of Social Work Students	Frequency	Percentage
1	Strongly positive	12	20
2	Somewhat positive	44	73
3	Somewhat negative	03	05
4	Strongly negative	01	02
	Total	60	100

The data reveals a Strongly positive perspective: 20% (12) somewhat positive and 20% (12) Somewhat negative 05% (03). Only 02% (01) Strongly negative impact on social work students according to social work students' perspective.

Conclusion

Through an analysis of Parul University social work students' perspectives, this study investigates the effects of social media on young people. The results demonstrate the complexity of social media's impact on mental health, as both beneficial and detrimental impacts have been documented. To lessen the negative impacts of social media on young people, a comprehensive strategy that includes stronger regulations, parental participation, educational initiatives, and mental health support is advised. The findings of the study have consequences for educators, mental health specialists, and legislators as they develop successful plans to encourage social media usage in a responsible manner and enhance the wellbeing of young people.

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