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## The Impact of Social Media on Youth

Annapoorna Shetty<sup>1</sup>, Reshma Rosario<sup>2</sup>, Sawad Hyder<sup>2</sup>

Assistant Professor, AIMIT, St. Aloysius College (Autonomous), Mangalore, Karnataka, India<sup>1</sup>

M.Sc Software Technology, AIMIT, St. Aloysius College (Autonomous), Mangalore, Karnataka, India<sup>2</sup>

M.Sc Software Technology, AIMIT, St. Aloysius College (Autonomous), Mangalore, Karnataka, India<sup>2</sup>

**ABSTRACT:** Social Networking sites provide a platform for discussion on issues that has been unnoticed in today's world. This study is conducted to check the impact of social networking sites in the education of youth. This is a survey type research and here the data was collected through the questionnaire. 100 sampled youth fill the questionnaire, and the non-random sampling techniques was used to select sample units. The main objectives were as [1] To check the effect of social media on youth [2] To check out the beneficial and favor form of social media for youth [3] To determine the attitude of youth towards social media and finding the total the total use times on social media. Here the data collected was checked in the form of frequency, percentage. Respondents replied that Face book as their favorite form of social media, and second favorite form of social media is Skype, and Twitter as their third favorite form of social media and YouTube as their fourth form of social media and last is Myspace. Here respondents face main problem during use of social media are unwanted messages, Is social media helping today's youth in Education, Does use of social media deteriorates our social benchmarks, Is social media act negatively in the Education of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

**KEYWORDS:** Social media; Networking sites; Facebook; Skype; Effect;

### I. INTRODUCTION

What is Social media?

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. It is the one of the most modern and favorite form of Social media including many features and social characteristics in it. It have many advantages on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also a cheapest fast access to the world so it is very essential for all age group of peoples. Internet use is increasing day by day now a days with high rate in all over the world. Majority of youth is moving quickly from electronic media like as television viewers and radio listeners to the social media among all age of group people. Now a days youth rate is very much to moving into social media so its impact are much on youth life. This activity of social media has cause to a lot of problems regarding its effect on society, and it is conformed that the social media affects human beings living styles and it is a current process to find out the nature of these effects in every society and especially on youth. Shrestha lucky (2013) described that social media is means of connections among people in which they exchange, create, and share information and thoughts in virtual communities and networks (Shrestha lucky, 2013).

### II. PROBLEM STATEMENT

Here the study was conducted to find out the effect of social media on the education of youth, how exactly social media is effecting on youth in different angle of social life, political awareness, different religious practices, educational learning, trends adopting, sports activities and so on.

### III. RELATED WORK

The Literature review starts with a short review and study on social media.[1] Boyd and Nielsen (2006) reported that the top ten social networking sites developed with the passage of time, and its number of users increases



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from 46.8 million to 68.8 million. This rating reveals the important information about how new generation interacts with each other. Talking about law and jurisdiction it is international law that one must be 18 years old minimum to use social networking websites but unfortunately, Lenhart & Madden (2007) calculated a huge amount of underage users which must be violated. According to Lenhart & Madden (2007) calculation it has been analyzed that 41% of 12–13 years old and 61% of 14–17 years old users use social networking websites.

[2] Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5 years, usage of such sites has increased among preadolescents and adolescents.

[3] Social networking sites such as Facebook provide individuals with a way of maintaining and strengthening social ties, which can be beneficial in both social and academic settings. These same sites, however, also pose a danger to students' privacy, safety, health and professional reputations if proper precautions are not taken. Colleges and schools of pharmacy would be advised to consider how these issues might affect their students.

## IV. OBJECTIVES

1. To learn the awareness level of usage of different social networking sites.
2. To find out level of trust over the information received from different social networking sites.
4. To find out the various type of social problems that is discussed over many other social networking sites.
5. To check out the behaviour of youth towards social media and find out the total hours' of time spend by youth on social media.
6. To check out the impact of social media on the education youth.

## V. METHODOLOGY OF THE STUDY

### Data Collection

#### Primary Data

Data used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observations. Data that has been collected from firsthand experience is known as primary data. Primary data is the data that has not been previously published. Stratified random sample technique is planned to collect the data.

To collect the primary data a questionnaire was prepared and primary data was collected through questionnaire method. The questionnaire was distributed to student to obtain information. This helped in the direct interaction with the respondents. The questionnaire consists of close handed questions and open ended question.

#### Secondary Data

Secondary data are those which have been already collected by someone else and which have been passed through the statistical processes. In this study data has been taken from various secondary sources like newspapers, internet, books, magazines, reports, publications and journals.

#### Design of the Study

The descriptive research was conducted by using the procedure survey method and it is a one form of methodology in social sciences studies.

#### Populations

The population of the study contains on youth of South Conara District.

#### Sample

The study does not include entire population because time required is more to find the perfect picture. Therefore the study will survey a particular area that is South Conara District.

#### Sample Size

This study will cover the option of 100 respondents, to find out the impact of social media among the youth at South Conara District. The student will be asked to fill the questionnaire based on their knowledge.

## V. DATA ANALYSIS AND INTERPRETATION

In response to the question do you use internet or not following table is obtained.



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### 1. Do you use internet

Response	F	%	Valid%	Cumulative%
Yes	100	100	100	100
No	0	0	0	100
Total	100	100	100	

### 2. Favourite form of social media

Forms of Social Media	F	%	Valid%	Cumulative%
Facebook	45	45	45	45
Skype	30	30	30	75
Twitter	12	12	12	87
YouTube	7	7	7	94
Myspace	6	6	6	100
Total	100	100	100	

Here the question asked is Favourite form of social media, where the 45 people told Facebook and 30 people told Skype and 12 people told Twitter and 7 people told YouTube and 6 people told Myspace.

### 3. Is social media helping today's youth in Education?

Response	F	%	Valid%	Cumulative%
Yes	60	60	60	60
No	40	40	40	100
Total	100	100	100	

Here the question asked is is social media helping today's youth in Education, where the 60 people told yes and 40 people told No.

### 4. Are Social media activities a waste of time?

Response	F	%	Valid%	Cumulative%
Yes	55	55	55	55
No	45	45	45	100
Total	100	100	100	

Here the question asked is Are Social media activities a waste of time, where the 55 people told yes and 45 people told No.

### 5. Does use of social media deteriorates our social benchmarks

Response	F	%	Valid%	Cumulative%
Yes	53	53	53	53
No	47	47	47	100
Total	100	100	100	

Here the question asked is Does use of social media deteriorates our social benchmarks, where the 53 people told yes and 47 people told No.

### 6. Is social media act negatively in the Education of youth?

Response	F	%	Valid%	Cumulative%
Yes	60	60	60	60
No	40	40	40	100
Total	100	100	100	

Here the question asked is is social media affecting negatively in the Education of youth, where the 60 people told yes and 40 people told No.



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7. Is social media necessary for youth?

Response	F	%	Valid%	Cumulative%
Yes	70	70	70	70
No	30	30	30	100
Total	100	100	100	

Here the question asked is is social media necessary for youth, where the 70 people told yes and 30 people told No.

8. Unwanted information creates confusion in the minds of youth

Response	F	%	Valid%	Cumulative%
Yes	55	55	55	55
No	45	45	45	100
Total	100	100	100	

Here the question asked is Unwanted information creates confusion in the minds of youth, where the 55 people told Yes and 45 people told No.

9. Is social media becoming a hobby of youth?

Response	F	%	Valid%	Cumulative%
Yes	70	70	70	70
No	30	30	30	100
Total	100	100	100	

Here the question asked is social media becoming a hobby of youth, where the 70 people told Yes and 30 people told No.

10. Social media have positive impact on youth

Response	F	%	Valid%	Cumulative%
Yes	66	66	66	66
No	34	34	34	100
Total	100	100	100	

Here the question asked is Social media have positive impact on youth, where the 66 people told yes and 34 people told No.

11. Social media is helpful to create awareness among youth

Response	F	%	Valid%	Cumulative%
Yes	52	52	52	52
No	48	48	48	100
Total	100	100	100	

Here the question asked is Social media is helpful to create awareness among youth, where the 520 people told Yes and 48 people told No.

12. Is Social media helpful to get knowledge?

Response	F	%	Valid%	Cumulative%
Yes	60	60	60	60
No	40	40	40	100
Total	100	100	100	

Here the question asked is Social media helpful to get knowledge, where the 60 people told yes and 40 people told No.

13. Social media is helpful to connect users

Response	F	%	Valid%	Cumulative%
Yes	70	70	70	70
No	30	30	30	100
Total	100	100	100	



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Here the question asked is Social media is helpful to connect users, where the 70 people told Yes and 30 people told No.

14. Social media helps to post advertisement

Response	F	%	Valid%	Cumulative%
Yes	80	80	80	80
No	20	20	20	100
Total	100	100	100	

Here the question asked is Social media helps to post advertisement, where the 80 people told yes and 20 people told No.

15. Social media helps to search business for youth

Response	F	%	Valid%	Cumulative%
Yes	50	50	50	50
No	50	50	50	100
Total	100	100	100	

Here the question asked is Social media helps to search business for youth, where the 50 people told yes and 50 people told No.

16. Irrelevant and anti-religious post and links create hatred among peoples of different communities

Response	F	%	Valid%	Cumulative%
Yes	72	72	72	72
No	28	28	28	100
Total	100	100	100	

Here the question asked is Irrelevant and anti-religious post and links create hatred among peoples of different communities, where the 72 people told yes and 28 people told No.

## VII. CONCLUSION

The study deals with a survey on the impact of the social media networking in the education of youth. The social media referencing which is used in the research tool are Face book, Skype, YouTube, Twitter and Myspace. The survey was being conduct by this researcher to 100 young people. All the participated people actively respond to this questionnaire. The average participation of the male is lesser than the female. The average age groups which are being contacted by this researcher were between 18-30 years. Here the majority of the respondents were students while a smaller proportion were the people belonging to different employee groups. After getting all findings and discussed the conclusion of collected data the researcher recommend some measures to use of social media in right direction and utilize social media favourable and appropriate manner to its users. Positive use of social media can develop the youth's academic career, their skills, better living style, to adopt new trends, fashion, and anthropology so on.

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