



## **Ill-effects of social media on the youth: An analytical study in Bengaluru**

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### **Abstract**

Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized (Digital) environment that allows people to interact with the data for appropriate purposes. This digital environment includes the internet, telecoms and interactive digital television. Started from a simple chat room for a group of people Social media has grown to millions of users active all around the globe. It all started in the late 90s when a site like My Space gained a lot of popularity in a short duration. Most of the studies on social media addiction are on individual social media platforms (Like Facebook, Internet Gaming, Mobile phone), unlike the present study where the combined effects of all types of social media have been taken, to measure the burden of Social Media Addiction. In the current study, a survey of 45 students in the age group of 15-24 is done.

**Keywords:** Youth, social networking sites, social media addiction

### **Introduction**

In recent times social media sites have become a part of daily routine especially for the youth (Selasi Kwame Ocansey, 2016). Teachers, students and administrators should explore the use of online social networking sites in education. They can incorporate a range of communication tools such as mobile connectivity, blogs, video-sharing etc. into subjects which was used traditionally (Rai, March 2017) [3]. Social Networking sites provide a platform for discussion on issues that has been unnoticed in today's world.

In the last few years, Social Network Media have spread widely all over the world and are used by various users for several reasons and purpose. India is the third biggest country in terms of internet users in the world, with a high social and mobile audience student spend more time on social media than they do do using personnel email. The influence of social websites can be good on students but if we have a closer look on the real impact of social media.

While young people have always been influenced by media, social media's impact on youth is creating additional challenges and opportunities. A recent study by Nielson found that nearly 80 percent of active Internet users visit social media sites (Nielson, 2011). The National School Boards Association found that youth aged 9 to 17 spent an average of nine hours a week on social networking sites (National School Board Association, 2007). For young people, technological changes, such as the Internet on cell phones, iPads and other tablets, and better computer capabilities make access to social media easier.

### **Meaning of 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 favourite 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.

### **Negative impact of social media**

Besides, such positive factors involved in Social Media, it does more harm than good. Some of the negative impact of social media:

#### **1. Addiction**

The irresistible urge to check Social Media, again and again, is Social Media Addiction. Most of the Social Media Users are addicted in some way. A hormone called Dopamine releases whenever you see something you like or attracted to. It is the same chemical which makes you feel good when eating sugar or chocolate. The normal usage of Social Media then slowly turns into addiction. Social Media addiction is a severe problem which is ignored by many. Many cases of Social Media addiction have been reported in Indian youth. Many hospitals have started providing treatment for Social Media addiction in India.

#### **2. Privacy**

Privacy is always been a major concern in the Social Media world. There are many cases registered which shows the problem of privacy invading. Data privacy should be taken seriously; there are many malicious users over the internet who want to leak your data. Recently, Facebook sold user data to other companies. Youth should be careful when sharing something over the Social Media.

#### **3. Bullying**

Social Media Bullying is most prevalent in India many teenagers are affected by bullying over Social Media. It can be a rude comment on pictures of outrageous trolling.

#### **4. Health**

Many findings suggest that teenagers who use Social Media for more than three hours a day are twice likely to suffer

from poor health. Some of the negative mental health effects are mental tiredness, strain, anxiety etc.

Physical Health is also a concern as excessive use of social media can lead to obesity, poor vision, joint pains etc.

### **5. Psychological problem and Brain Anatomy Alteration**

Studies show that the use of Social Media can induce many Psychological disorders in teenagers. According to one study, Social Media causes lack of concentration. Social Media can also lead to a change in the thought process as well as the change in brain anatomy.

#### **Purpose of using social media**

Majority of the youth are shifting from Television media to social media as it has influenced them. Social media influences youngster's life styles and it is helping them to create a network throughout the world. Social media makes it effortless to make relationship with anyone by expressing their likes and dislikes, which can be easily done. They are able to connect with every one through texting, sharing pictures and videos to their friends and the information can be passed on immediately at cheaper cost. Social networking offers a platform to discuss some burning current issues. Social media is a channel through which they are able to share their thoughts and feelings with their peers. As the youth get older they are in dilemma as what can be done, they get guidelines for the problems in their life. Help students to share information regarding the assignments to be submitted. Ticket booking for a movie show, a hotel and flight and train tickets for local as well as for an overseas travel trip can be done immediately. Social media has facilitated political change as the youth are more aware of politics.

Social Networking Sites are turning out to be increasingly famous and an indispensable part of our daily life. SNS, being an important part of young generation's life, have attracted the attention of researchers. Social networking tools incorporate web sites, Wikipedia, IMs, blogs, chat rooms and so on. It is certain that social networking has significant effect on the Indian youngsters, which we need to confront. At the same time, it is also true that restricted and correct use of such sites can also prove to be beneficial for them.

#### **Positive effects of social networking**

Education has become very convenient with the help of social media. Students can easily share important data for class work or assignments. It is also effective for gathering information to prepare project reports and other educational purposes. Teachers find it's easy to keep their students updated with the class and exam schedules.

Social sites like LinkedIn, Naukri.com etc., save the effort of doing the whole employment process by traditional methods. It gives opportunities to candidates who are seeking for particular job profile. Employees as well as employers can search for jobs or people of their choice to work for or work with.

The fastest way to advertise anything is to upload it on social sites. Social media is faster in conveying the news or information than any other media say radio, television or newspapers. Also, government sites as well as private sites are available for filing documents. Ticket booking has become very serviceable to the customers, may it be for a movie show, a hotel in a far town or for an overseas travel trip.

Through many years, social media has helped people stay in contact with their distant friends, relatives and other influential people in their lives, which would have otherwise been impossible. Hence social media proves to be an excellent platform to promote and facilitate innumerable things.

### **Methodology**

#### **a. Research Methods used**

The study used Descriptive, analytical and survey methods.

#### **b. Sampling**

##### **1. Universe/ Population/ Sampling Frame**

All the youth in the age group of 15-24 years in the city of Bengaluru.

##### **2. Category of Respondents**

1. The respondents includes both male and female
2. Demographic variable is grouped into 15-19 and 20-24

#### **Bases of Sampling**

The young respondents chosen for study are from selected colleges in the city of Bengaluru.

#### **c. Data collection**

##### **1. Primary interactions**

The primary data have been collected with the help putting across the questions.

**2. Secondary information sources:** The secondary data have been collected with the help of books, journals, Government bulletins, magazines, newspapers, reports and internet information.

#### **d. Data Analysis and Interpretation**

The collected data were analyzed with the help of graphs and tables for the responses given by the respondents.

### **Review of literature**

Yusop and Sumari (2013) <sup>[1]</sup> indicate that the most preferred activities are online communication and socialization, followed on researching on specific information for the purpose of completing assignments, "how-to" and "do-it-yourself" information. The least preferred activity is buying things such as books and clothing online. Additionally the Academy of Islamic Studies students are more active in discussing political issues online compared to their peers from other schools.

Jindal and Sharma (2018) <sup>[2]</sup> contend that just few years ago, many of us and rest of the world believed that social media was just fun, unproductive and pointless technical whim. But today, the use of social media has become a necessity and needless to mention, the crucial part of everyone's life, career & business. Today with the use of social media, people connect with people from whole world, express themselves, advertise their stuff & brands, and in many other forms. Although, Social Media is not just a business tool or a tool for self-promotion, it can surely contribute in a much larger spectrum and intensity to the society. Social media can help predict a Crime and its prevention too! To prevent events of crime by analyzing the behavioral changes and sentiment analysis of a person by predicting his/her thought process and line of thoughts through his/her social media is possible with the use of readily available and reliable techniques like Iterative Clustering.

## Analysis and interpretation of data

**Table 1:** Age in Years

Age in Years	Number	Percentage
15-19	23	51.11
20-24	22	48.89
Total	45	100

The data is mustered from the youth in the age group defined for the study in two class intervals. 51.11% of the respondents fall in the age limit of 15-19 and 48.89% of the respondents fall in the age limit of 20-24. The definition of the respondents in the youth category is defined between 15 and 24.

**Table 2:** Purpose of Using SNS

Purpose of Using SNS	Number	Percentage
Sending Messages	30	66.67
Surfing	23	51.11
Chatting	32	71.11
Social Networking	40	88.89
Entertainment	32	71.11

The purpose for which the respondents use the SNS is collected. Among the Five purposes identified, Social Networking is chosen by 88.89% of the respondents. Chatting and Entertainment each is given by 71.11% of the respondents. Two-Thirds have given the messages as the purpose they go about the SNS. The social networking has ingrained in the normal living of people so much so that they share everything in there.

**Table 3:** Time Spent on Social Media

Time Spent on Social Media	Number	Percentage
Less Than Half an Hour	17	37.78
Half an Hour - 1 Hour	8	17.78
1-2 Hours	8	17.78
2-3 hours	7	15.56
More Than 3 Hours	5	11.11
Total	45	100

The data regarding the time that respondents spend on the Social media is collected. 37.78% of the respondents say

**Table 6:** The Ill-effects of the Social Media

Statements	To Great Extent	To Full Extent	To Moderate Extent	To Small Extent	Not At All
Accidental Access To Pornography	12 (26.67)	10 (22.22)	8 (17.78)	10 (22.22)	5 (11.11)
Lack of Supervision Over Chats	18 (40)	15 (33.33)	4 (8.89)	6 (13.33)	2 (4.44)
Plagiarism	13 (28.89)	18 (40)	6 (13.33)	2 (4.44)	6 (13.33)
On-Line Gambling	12 (26.67)	8 (17.78)	10 (22.22)	10 (22.22)	5 (11.11)
Promotion of Hatred or Violence	15 (33.33)	18 (40)	4 (8.89)	6 (13.33)	2 (4.44)
Bullying Or Ridicule	18 (40)	4 (8.89)	15 (33.33)	6 (13.33)	2 (4.44)

The Social media is a platform where the information flow is unregulated and is done in real time. The users tend to get the promotions and other sponsored advertisements which are sent after thorough mapping. The messages that are sent need a regulation. This is a must as the ill-effects can be reduced. The pornography is opined by 26.67% of the respondents to be greatly impacting. 11.11% of the respondents deny the statement. The Social Networking often has led to cases of bullying or ridicule. 40% of the

they spend Less Than Half an Hour on the Social Media. The Social media gives a platform for the people to express their views, ideas and messages. The problem is the effectiveness and the productivity of the time they spend on the social media which becomes more relevant as the Social Media accessibility is inbuilt in the various devices like Desktop.

**Table 4:** SNS That You Are Active In

SNS That You Are Active In	Number	Percentage
Facebook	32	71.11
Whatsapp	40	88.89
Twitter	28	62.22
Linkedin	31	68.89
Youtube	40	88.89
Flickr	8	17.78
Myspace	10	22.22

The data regarding the various SNS that the respondents are active in reveals that more than 70% of the respondents are active in Facebook. 88.89% of the respondents are active in Whatsapp. The easy user interface with the SNS makes it possible for the users to use the social media. All the Social Media have some unique characteristics which is enabling the users to go about each of these. The Linkedin provides an option to know the professional circle and share the information therein.

**Table 5:** Mode of Access to Social Networking Sites

Mode Of Access	Number	Percentage
Desktop	4	8.89
Laptop	15	33.33
Mobiles and Hand Held Devices	22	40.00
Other Devices	6	13.33
Total	45	

The data regarding the mode of access to the Social Networking Sites was collected. The Desktop access is being used by 8.89% of the respondents. One-Third of the respondents use Laptop to access the Social Media. Mobiles and other hand held devices prove to be very handy and easily accessible and portable. This is used by 40% of the respondents.

respondents strongly feel that. 4.44% of the respondents deny the statement.

Recent instances strongly show that some unscrupulous people are using the social drive to spread hatred and violence. Nearly 70% of the respondents contend the same. Encouragement of Gambling over the social media moderately is opted by 22.22% of the respondents. 17.77% of the respondents decline the promotion of plagiarism by the SNS.

**Table 7:** Opinion on the Impact of Negative Aspects

Opinion on the Impact of Negative Aspects	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Unethical Pictures	18 (40)	16 (35.56)	8 (17.78)	2 (4.44)	1 (2.22)
Non - Religions Post	13 (28.89)	22 (48.89)	8 (17.78)	1 (2.22)	1 (2.22)
Links Spreading Communal Hatred	17 (37.78)	10 (22.22)	9 (20)	5 (11.11)	4 (8.89)
Invading Security	16 (35.56)	8 (17.78)	15 (33.33)	4 (8.89)	2 (4.44)
Privacy of Personal information	20 (44.44)	10 (22.22)	5 (11.11)	8 (17.78)	2 (4.44)

The Social Media is no doubt revolutionized the way the information is shared among the common interest group and communities. The success of the Social Media is commendable but the fact remains that there are negative aspects also. The unethical aspects are spread across. The one which comes to the notice however needs a check and the ones unnoticed cause the damage which cannot be measured. Security invasion strongly agreed upon by 35.56% of the respondents and one-third of the respondents have given a neutral opinion. 60% of the respondents contend that the social media can be misused for spreading the communal hatred.

### Suggestions

1. Youth must be taught to analyze the data and able to judge the information that contaminates our values which will certainly benefit our country, the companies with a sense of greatness in life.
2. Young people should not provide their personal information in social media as it will be misused by third parties.
3. Minimize negative effects of social media while chatting
4. To safe guard the future generation, teachers and parents should make sure what the children are doing in social media

Social media addiction is an emerging health problem in India. The parents should be proactively involved in the child's upbringing in preventing the excessive use of social media and consequently the development of adverse health effects.

### The bottom line

Is our internet culture destroying us? Is social media taking over our lives?

We cannot deny the fact that social media has not only become a part of our lives but our lives seem to revolve around it. Very few people can resist the temptation of checking for their messages and status updates every two minutes. The person to person contact is deteriorating day by day.

Social networking is a very broad source of information and communication but at the same time it can be misleading as well. In the end it's our choice to make, which path we wish to take!

The various social platforms provide the youths with

- Great communication Tools to connect with loved ones and old friends irrespective of locations.
- Access to positive and free information being shared on Social Media.
- Opportunities to promote their businesses to a larger and wider audience.
- Social Capital.

- An avenue to contribute to emotional wellbeing of others by offering positive advices.
- Opportunities to launch businesses online
- Opportunities to market businesses online at little or no cost.
- Real time sharing of information for businesses through paid and unpaid advertising.

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