



RESEARCH ARTICLE

A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH

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ABSTRACT

Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario and also 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. The main objectives were to check the effect of social media on youth and to check out the beneficial and favor form of social media for youth to determine the attitude of youth towards social networking sites. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among people 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. The study was conducted in and around Hubli-Dharwad and selection of respondents was through random sampling method. The total sample size was 50. The result indicated general information of the respondents indicated that cent percent of the respondents were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male. The overall opinion index of the respondents to the extent of 70.05 percent and course studying is positively significant with opinion of respondents. Overall usefulness index to the extent of 75 percent.

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INTRODUCTION

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. These sites provide a platform for discussion on issues that has been unnoticed in today's world. It is one of the most modern and favorite form of Social media including many features and social characteristics in it. It has 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 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 day's youth rate is very much moving into social media so its impact are much on youth life. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth.

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This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth. This activity of social media has cause a lot of problems regarding its effect on society, and it is confirmed 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 (Shetty et al). This study is conducted to check the impact of social networks in the education of youth. The special objective of this study is to know the opinion and usefulness of social networking sites among youth.

MATERIALS AND METHOD

The study was conducted in and around Dharwad district of Karnataka. Random sampling method was used for the study. The total sample size was 50 including both boys and girls. The collected data were tabulated, analyzed by using frequency, percentage, index and correlation.

RESULT AND DISCUSSION

Table 1 refers to the general information of the respondents indicated that cent percent of the respondents were belongs to

18 to 20 year age group. Majority (64.00%) of the respondents were male followed by 36.00 percent were female. Most (64.00%) of the respondents were studying graduation followed by PUC and diploma (36.00%).

of respondents is addicted to online games. Large majority 60 percent of respondents opined that they use social media like Facebook, Twitter, Instagram and Whats app to upload videos and photographs.

Table 1. General information of the respondents n=50

S.No	General information	Frequency	Percentage
1	Age (<18 years)	-	
	(18-20 years)	50	100.00
2	Gender (>18 years)	-	
	Male	32	64.00
3	Female	18	36.00
	Course studying		
	PUC & Diploma	18	36.00
	Graduation	32	64.00

Table 2. Opinion of respondents regarding Social Media usage n=50

S.No	Statements	Opinion		Opinion Index
		Frequency	Percentage	
1	I love watching videos whenever am connected to the internet.	35	70	70
2	I am addicted to online games.	34	68	68
3	I use to download lot of music, videos and movies from the internet.	37	74	74
4	In social media like Facebook, Twitter, Instagram and Whatsapp, I use to upload and share videos and photographs more	30	60	60
5	I am happy with browsing information in internet.	50	100	100
6	I am always on the phone/computer chatting with online friends.	25	50	50
7	I use internet for doing my assignments and enriching class notes.	45	90	90
8	I like social media because it helps me to explore new friends	26	52	52
Overall index		70.50		

Table 3. Relationship between selected independent variables and opinion of the respondents n=50

S.No	Variables	Opinion of respondents (r)
1	Age of the respondent	-0.023 ^{NS}
2	Gender	-0.648 ^{NS}
3	Course studying	0.282*

Table 4. Usefulness of Social media on Youth n=50

S.No	Statements	Strongly agree		Agree		Undecided		Disagree		Strongly disagree		Usefulness Index
		F	%	F	%	F	%	F	%	F	%	
1.	Social media is useful in the field of education	15	30	35	70	-	-	-	-	-	-	86.00
2.	Use of social media deteriorating our social norms	-	-	17	34	33	66	-	-	-	-	66.80
3.	Social media is affecting negatively on study of youth	9	18	41	82	-	-	-	-	-	-	83.60
4.	Social media is necessary for youth now a day	-	-	30	60	11	22	9	18	-	-	68.40
5.	Useless information creates ambiguity and confusion in the mind of youth	-	-	34	68	7	14	9	18	-	-	70.00
6.	Social media is becoming a hobby of youth to kill the time	-	-	19	38	31	62	-	-	-	-	55.20
7.	Social media have positive impact on youth	-	-	29	58	6	12	15	30	-	-	65.60
8.	Social media is playing essential role for betterment of society	-	-	39	78	11	22	-	-	-	-	75.60
9.	Social media is creating awareness among youth for new trends	-	-	45	90	5	10	-	-	-	-	78.00
10.	Social media is the source to get knowledge and information	-	-	45	90	5	10	-	-	-	-	76.00
11.	Social media is essential for youth to get learning skills	-	-	35	70	-	-	15	30	-	-	68.00
12.	Social media is a facilitator to advertise and search business for youth	-	-	17	34	20	40	13	26	-	-	61.60
13.	Use of Social media affects indirectly on play grounds and physical activities in youth	-	-	23	46	10	20	17	34	-	-	62.40
14.	Social media playing a key role to create political awareness among youths	-	-	37	74	13	26	-	-	-	-	74.80
15.	Social media is useful to connect people all over the world	-	-	36	72	-	-	14	28	-	-	68.80

Table 2 refers to opinion of respondents regarding social media usage by youth and depicted that cent percent respondents are happy with browsing information on internet followed by 90 percent of respondents use internet for doing assignment and searching class notes. Next most of 74 percent of respondents are used to download lot of music, videos and movies from the internet. Majority 70 percent of respondent love watching videos whenever connected to internet followed by 68 percent

Half of the respondents opined that social media helps to explore new friends (52.00%) and they always spend time on phone or computer chatting with online friends (50.00%). Overall opinion index of the respondents to the extent of 70 percent. Table 3 refers to the relationship between selected independent variables and opinion of respondents and revealed that age of the respondent and gender is negatively related with opinion of respondents because there is no relationship

between opinion and independent variable. Course studying is positively significant with opinion of respondents this is due to the awareness about different social media and their usage by the peer group. Table 4 refers to the usefulness of social media on youth and exhibited that 86 percent of the respondents felt that social media is useful in the field of education followed by social media is affecting negatively on study of youth (83.00%).

Most of 78 percent of the respondents felt social media is creating awareness among youth for new trends followed by social media is the source to get knowledge and information (76.00%). Majority 75 percent respondents said social media is playing essential role for betterment of society followed by social media playing a key role to create political awareness among youths (74.80%), Useless information creates ambiguity and confusion in the mind of youth (70.00%), Social media is useful to connect people all over the world (68.80%), Social media is necessary for youth now a day (68.40%), Social media is essential for youth to get learning skills (68.00%), Use of social media deteriorating our social norms (66.80%), Social media have positive impact on youth (65.50%), Use of Social media affects indirectly on play grounds and physical activities in youth (62.40%), Social media is a facilitator to advertise and search business for youth

(61.20%) and Social media is becoming a hobby of youth to kill the time (55.20%). Overall usefulness index to the extent of 75 per cent.

Summary and conclusion

From the above study concluded that cent percent respondents are happy with browsing information on internet and 86 percent of the respondents felt that social media is useful in the field of education and it has both positive as well as negative effects on youth.

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