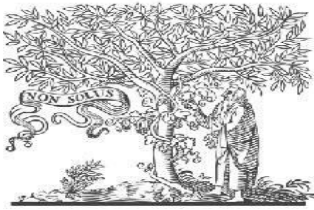


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Impact of Social Media on Youth

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Abstract. Using social media, it is possible to bring members of a community together online, where they can engage in conversation and discuss their respective areas of expertise. Facebook, Twitter, WhatsApp, Youtube, LinkedIn, and Instagram are a few of the most prominent social networking sites on the web today. In addition to being places for social networking, these are also places where individuals and communities can share information. In addition, the company's proprietors will crowdfund and sell their products on social media to generate revenue and finance the business. Data analytics is the process of accumulating and analysing information from social networking sites to enable businesses and organisations to make informed decisions. Students and young adults are particularly susceptible to the destructive effects of being selfish and fanatical as a direct result of their use of social media, which has a significant impact on and influence on these age groups and demographics. As a result, individuals from all aspects of life use social media to both encourage and criticise one another.

Key Words: Social Media, Community, Facebook, Whatsapp, Youtube

INTRODUCTION

This study primarily centres on the impact of social media usage on adolescents. Adolescents engage in extensive social interactions and sustain themselves in their selected vocations. In the event of inadequate privacy and security measures on social media platforms, crucial information may be subject to misuse by unauthorised third parties. This proposition is plausible due to the insufficiency of privacy and security measures offered by social media platforms. Providing guidance to the younger cohorts on the appropriate utilisation of diverse social media platforms is a matter of paramount significance. The use of social media is significantly associated with various mental health issues, and this correlation becomes more pronounced with increased social media usage.[1].

One of the indicative manifestations of low self-esteem is the occurrence of intrusive and negative thoughts pertaining to one's physical appearance. From 2007 to 2020, there was a notable rise of 56% in the incidence of suicide among individuals aged 10 to 24 years old [2]. Elevated levels of stress have been correlated with heightened levels of engagement with social media, which has been connected to the phenomenon known as "FOMO," an acronym for "fear of missing out." Research has revealed a correlation between the use of social media and the development of body image issues and eating disorders. According to an observational study, there is a correlation between spending a substantial amount of time on electronic media on a weekly basis and decreased levels of satisfaction, life enjoyment, and self-esteem. Research has shown that the act of exposing oneself to digital screens during the hours preceding bedtime can have a detrimental impact on an individual's ability to attain restful sleep [3].

REVIEW OF LITERATURE

Regarding pedagogy, it is essential to acknowledge the impact of social networking on social and interpersonal relationships, both positive and negative, due to its effects. [4] The realm of digital media is characterised by a perpetual state of rapid transformation. Due to the predominant utilisation of self-report assessments in prior research on adolescent media

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consumption, and the fact that such studies have been conducted at a singular time point, definitive inferences regarding the causal relationship between media usage and mental health outcomes cannot be drawn [5]. The trend of engaging in pre- or post-activity internet usage is gaining prevalence among the youth demographic. Consequently, individuals allocate a reduced amount of time to socialising with their colleagues and an increased amount of time to engaging with their diverse social connections. The overwhelming majority of contemporary youth utilise social media platforms for purposes unrelated to their academic pursuits, namely to maintain social connections with their peers. The proliferation of social networking platforms has exerted a discernible impact on the linguistic patterns of contemporary youth. According to a recent survey, a majority of 65% of participants hold the belief that social media platforms provide them with the ability to establish a connection with their peers who are socially linked. Additionally, 33% of the respondents reported that social media sites facilitate the process of creating such connections. A majority of individuals, specifically 65%, utilise social media platforms. The individual in question tends to engage primarily with their social circle rather than their peers in the academic setting, resulting in a decline in their sociability. According to a study, a significant proportion of minors utilise social media platforms either prior to or subsequent to engaging in any given activity [6].

PROBLEM STATEMENT

The use of various novel media platforms by teenagers for social networking purposes holds the potential to significantly influence the initial phases of psychopathology. A hypothesis has been put forth suggesting that engagement in online social activities within a community may constitute a major risk factor for mental health disorders.

SELF-DESTRUCTIVE BEHAVIOURS' AMONG ADOLESCENTS

Empirical data indicates a potential correlation between the use of social media and academic challenges experienced by teenagers. These challenges may present themselves in diverse forms. The available evidence suggests a possible correlation in this direction. The impact of technology can exhibit variability across individuals and is contingent upon the unique circumstances of one's life, thereby possessing the potential to yield either a heightened or diminished effect on an individual. The variability of the impact of said technology is contingent upon individual differences. Contrary to popular belief, the likelihood of unintended consequences resulting from experimental research has decreased despite the abundance of data accessible to the general public. This phenomenon can be attributed to the unprecedented accumulation and analysis of vast amounts of data. Activities that require a greater investment of time on social media are more frequently engaged in by women. Females exhibit a greater propensity to participate in endeavours that necessitate a greater investment of time on social media platforms. This decision aligns with the pattern observed in recent years, wherein there has been a rise in the incidence of suicidal ideation and actions among adolescent females. This choice aligns with the established pattern. This decision aligns with the overall trajectory of the situation. The presence of portable electronic devices in an individual's sleeping quarters may exacerbate preexisting difficulties with sleep onset or maintenance.

SOCIAL MEDIA'S BENEFITS

Students must utilise the wide range of options provided by various social media platforms to increase their empathy and understanding of pressing issues. 81 percent of the teenagers who participated in the surveys either agreed or strongly agreed that using social media made them feel more at home in their surroundings. Contact between teenagers and their peers who are about the same age can be facilitated and improved via the use of social

networking sites. To make information available to a considerable number of people who were not previously aware of it, numerous different organisations—each of which has its own Facebook page—have taken this action.

POTENTIAL RISKS

Adolescents who engage in monitoring and responding to social media posts made by others are susceptible to exposure to idealised presentations, even in the absence of affirmative feedback regarding their physical appearance. This exposure may result in a reduction in their self-esteem. The phenomenon of cyber victimisation, commonly referred to as the experience of being a target of cyber peer abuse, has been found to exhibit a positive correlation with heightened incidences of self-harm and suicidal tendencies, as well as stress-related concerns. Furthermore, a correlation has been observed between cyber victimisation and stress-related concerns. The phenomenon of cyber victimisation is commonly referred to as the experience of being a victim of cyber peer abuse.

BENEFITS OF USING SOCIAL MEDIA

Individuals who engage in social media-related activities report that such behaviour contributes to a heightened sense of comfort within their immediate environment. The overwhelming majority of individuals assert this claim. The provision of resources that facilitate the acquisition of online social support, particularly through access to peer communities, can be afforded to young individuals. The provision of this information could potentially yield significant advantages for the youth demographic. When individuals use a social media platform to disseminate content, they not only engage in communication with one another but also foster novel connections. It is recommended that students utilise the diverse array of social media platforms at their disposal to expand their comprehension of social matters and enhance their capacity for empathy towards the perspectives of others. This approach will facilitate the expansion of students' comprehension of societal concerns and foster a greater sense of empathy towards the adversity faced by others. Employing diverse social media platforms is the means to achieve these goals. The use of social media platforms may facilitate communication among adolescents and their peers who share a similar age demographic. The concept of "internal efficacy" pertains to an individual's ability to autonomously recognise and engage in political processes. The acquisition of this skill is imperative for individuals to engage in political involvement. External effectiveness is a concept that pertains to the level of trust that citizens place in the ability of political representatives and organisations to be responsive to the needs and demands of the general public. The quantification of confidence is determined by the proportion of individuals within a population who possess said level of confidence. A method of assessing this level of assurance is by examining the number of individuals who express their trust in this aptitude.

IMPROVING AND SECURING THE WAY SOCIAL MEDIA CAN BE USED

Probably, engaging in an open dialogue with a focus on meaningful engagement and guidance represents a viable approach to mitigating the hazards linked to children's use of the internet. This is because the internet has the potential to provide access to content that may be deemed inappropriate. An inquiry into historical data has revealed a correlation between the frequent use of mobile devices by parents and deterioration in the quality of their rapport with their offspring. This finding was established based on the correlation observed between the two variables. It was determined that this was, in fact, the case. Parents must comprehend the correlation between their conduct and that of their offspring, and this is a matter that warrants their attention. It is imperative to bring to the attention of parents that a correlation exists between their conduct and that of their offspring. Habit

reversal education has the potential to benefit every adolescent by incorporating a daily "on screen time" period that can be gradually extended in duration. This period could be utilised to educate adolescents on the gradual reduction of screen time. It is recommended that adolescents be granted the opportunity to notify their peers of their intention to temporarily disengage from social media or otherwise restrict their usage of said platforms. Adolescents ought to be granted the liberty to communicate with their peers regarding their intention to curtail their usage of the aforementioned online platforms. Adolescents ought to be granted the liberty to communicate their intentions of curtailing their usage of online platforms to their contemporaries, and such a prerogative should be duly acknowledged. Discussions with minors regarding alternative and more efficient modes of communication, such as physical meetings or uninterrupted phone conversations facilitated by mobile devices, could potentially aid in the development of strategies aimed at filling the gap created by the absence of social media. Discussions with juveniles regarding optimal modes of communication

Table 1- Social Media Users

Sl.No	Social Media	No of respondents	Percent
1	Facebook	49	16
2	Youtube	41	14
3	Whatsapp	78	26
4	Instagram	51	17
5	Telegram	39	13
6	Snapchat	28	9
7	Others	14	5
	Total	300	100

Source: **Primary data**

According to the data, WhatsApp is the most widely used social media platform among students, with 26 percent of the total user base. Instagram and Facebook follow closely behind, with 17 percent and 16 percent of users respectively. YouTube and Telegram are also popular among students, with 14 percent and 13 percent of users respectively. Snapchat, on the other hand, has a relatively smaller user base of 9 percent. The remaining 5 percent of users are distributed among various other social media services.

Chart I-Social Media Users

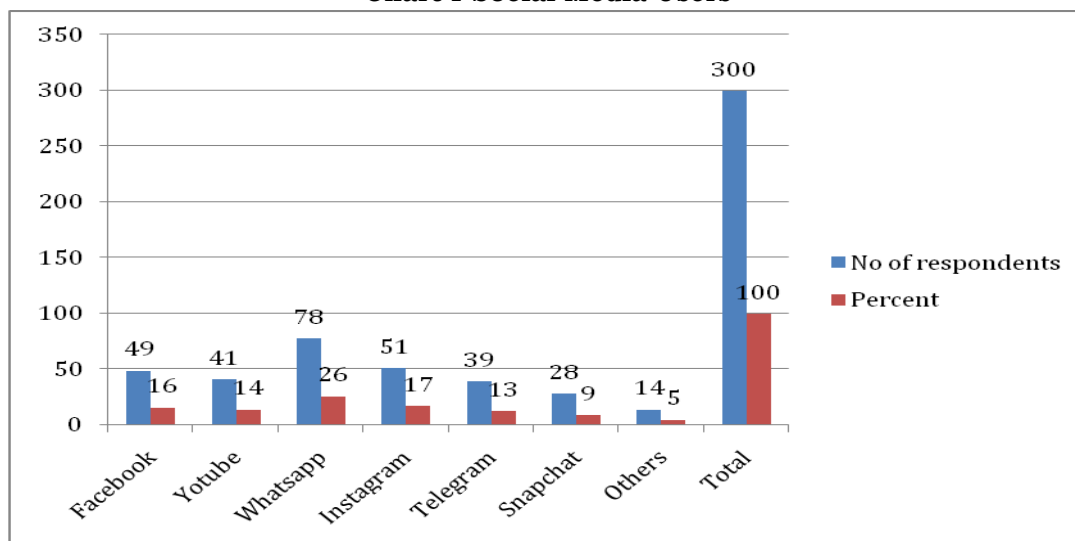


Table 2: Gender-wise Social media users

Gender	Social Media							Total
	Facebook	Youtube	Whatsapp	Instagram	Telegram	Snapchat	Others	
Male	39 (13)	21 (7)	40 (13)	30 (10)	28 (9)	11 (4)	9 (3)	178 (59)
Female	10 (3)	20 (7)	38 (13)	21 (7)	11 (4)	17 (6)	5 (2)	122 (41)
Total	49 (16)	41 (14)	78 (26)	51 (17)	39 (13)	28 (9)	14 (5)	300 (100)

Source: Primary Data

Interpretation: WhatsApp, Facebook, Instagram, and Telegram have relative percentages of male users that are 13, 10, and 9 respectively. The majority of male users are on these platforms. WhatsApp, Instagram, and YouTube have the highest percentage of female users, with 13 percent, 7 percent, and 6 percent, respectively. Snapchat has the lowest rate of female users. WhatsApp has the highest percentage of users across all social media platforms at 26 percent, followed by Instagram at 17 percent, Facebook at 16 percent, YouTube at 14 percent, and Telegram at 13 percent. Male users make up 59 percent of WhatsApp's user base, while female users make up 41 percent.

HYPOTHESIS TESTING

The null hypothesis has been posited to assert the absence of a statistically significant distinction between male and female social media users. To test this hypothesis, the chi-square test has been employed with a degree of freedom of 5, utilising the software programme Excel. The obtained chi-square P value of 0.067 exceeds the predetermined level of significance of 0.05. Thus, the null hypothesis is upheld, indicating that there exists no statistically significant distinction between male and female individuals who utilise social media.

CONCLUSION

The efficacy of a preventive approach may be limited due to the significant contribution that aesthetically pleasing adolescents make towards mitigating the adverse effects stemming from online social interactions. This is due to the significant contribution that physically appealing adolescents make to the procedure. In contemporary times, it is anticipated that young individuals possess the ability to engage with digital media, exhibit a creative imagination, demonstrate self-awareness, establish a robust sense of identity, and actively engage in civic affairs. They cannot comprehend the hypothetical scenario of a world devoid of social media platforms. Contemporary young individuals have become habituated to participating in digital interactions and are incapable of envisioning a future devoid of social media platforms, as they perceive this to be the standard. The complete ramifications of accessing analytical medical data through online platforms are yet to be comprehensively understood. Empirically supported character and systemic interventions have the potential to assist adolescents in navigating the challenges associated with social media and digital media usage, safeguarding themselves against potential harm, and utilising these platforms in a manner that promotes positive mental health outcomes.

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