

## Impact of Social Media on Youth

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### Abstract

Today's youth rely heavily on social media. It affects their worldview, learning methods, and communication styles. Positively, social media promotes social connections and allows for self-expression and creativity. Additionally, it gives young people access to important information and facilitates the development of networks centered around common interests. It also helps develop critical digital skills and increases awareness of social issues. On the other hand, addiction, cyberbullying, and low self-esteem can result from overusing social media. It can lead to irrational expectations and mental health issues. Social media plays an important role in shaping youth behavior and communication patterns [1]. Studies show that excessive use of social media is linked to anxiety, depression, and reduced well-being among adolescents [4]. At the same time, moderate use improves social connection and digital skills [6]. Maintaining a positive relationship with social media requires weighing the advantages and disadvantages. Its positive qualities can be enhanced while its negative effects can be lessened with awareness and education. Social media platforms can also be effective tools for advocacy and social change by creating a sense of community and connection. Young people can develop resilience and self-esteem while navigating the challenges of digital interactions if they are encouraged to participate constructively online. Social media has become an essential component of the daily lives of young individuals, which affects their communication habits, lifestyle, education, and mental health. Social media platforms like Facebook, Instagram, Twitter, and TikTok offer opportunities for socialization, expression, and information acquisition. This paper will discuss both the positive and negative effects of social media on young individuals. On the positive effects, social media improves connectivity, fosters creativity, facilitates learning opportunities, and raises awareness about global concerns. Social media also assists young individuals in creating communities and acquiring digital skills that are essential for their future work. However, the overuse of social media is linked to negative effects like decreased academic performance, sleep problems, cyberbullying, anxiety, depression, and low self-esteem. Social media exposure to unrealistic standards and comparisons can influence the mental health and body image of young individuals.

**KEYWORDS:** Social media plays a major role in the lives of the youth by influencing their identity, communication styles, and behavior. It is a double-edged sword that not only connects but also causes major mental health problems such as anxiety, depression, and addiction. The major impacts of social media on the youth include cyberbullying, lack of sleep, social comparison, and a decrease in academic performance due to distractions.

### 1. Introduction

Today's youth rely heavily on social media. Teenagers can readily connect and share their experiences with others through apps like Facebook, Instagram, Snapchat, and TikTok. These platforms promote self-expression, creativity, and peer-to-peer idea sharing. But the increasing dependence on social media also brings up significant privacy and mental health issues. Anxiety and low self-esteem can result from the pressure placed on many young users to maintain a flawless online persona. For young people navigating this digital environment, problems like cyberbullying and the dissemination of false information also present additional difficulties. Young people must strike a balance between their online and offline interactions as social media continues to change.

Social media has completely changed how youth communicate and express themselves. Users can share their lives in real time on platforms like Instagram, TikTok, and Snapchat, which promotes a sense of community. Social media does have some negative effects, though. Constant online use can lead to problems like cyberbullying, privacy issues, and mental health issues. Youth spend a significant amount of time on social networking platforms daily [3]. According to research, increased screen time has been associated with lower psychological well-being [7]. Cyberbullying has also emerged as a major concern affecting self-esteem among teenagers [9].

Social media has grown to be a significant influence on young people's lives in the twenty-first century. Every day, millions of users connect and communicate through platforms like Instagram, YouTube, and TikTok. Young people can communicate across geographic boundaries thanks to these digital platforms, which promote the sharing of ideas and cultural viewpoints. Furthermore, social media shapes young people's identities by influencing the development of beliefs and values. Users are exposed to a variety of content while navigating these platforms, which may either support or contradict their beliefs. Social media has a huge impact on everything from social interactions to self-esteem. It is essential for young people and society at large to comprehend the effects of social media in this digital age. As they look for approval and connection, young users have to negotiate these challenges. It is essential that educators and parents help them form safe online behaviors. In the end, social media, when used carefully and sensibly, can be a very effective tool for personal development. Young people can be empowered to make wise decisions if they are aware of and educated about its possible drawbacks.

Social media has emerged as one of the most powerful influences on the lives of young people in the 21<sup>st</sup> century. This is because of the presence of social media platforms such as Instagram, TikTok, Snapchat, and Facebook, which enable young people to stay connected more than ever. These platforms enable young individuals to stay connected,

express themselves, and share information. This has ensured that social media has become an integral part of the daily lives of young people. This means that social media has an impact on the thoughts, interactions, learning, and perceptions of young people. However, the impact of social media on young people can be considered to be both positive and negative. This means that there are various impacts of social media on young people, including the negative effects of excessive use of social media. The exposure of young people to social media has an impact on their self-esteem, behavior, and thinking. This means that the impact of social media on young people cannot be overlooked, and therefore, there is a need to understand the impact of social media on young people. This can be done by analyzing the benefits and drawbacks of social media. Social media, in the last few years, has changed its role in the lives of young people from being merely a medium of communication to being at the heart of their culture. It not only helps young people share their content with their peers, but social media sites such as

YouTube and WhatsApp have also become the source of trends, thoughts, and ways of living. For young people, social media sites have become the source of their news, entertainment, and role models. In the modern technological era, social media has emerged as one of the most influential tools that shape the lives of young individuals. Social media platforms such as Instagram, Facebook, TikTok, and Snapchat are used extensively by young individuals for communication, entertainment, education, and expression. With the increasing use of the internet and smartphones, social media has become an essential part of the lives of young individuals.

Social media enables young individuals to connect with the world, share their ideas, and stay updated about the latest happenings in the world. It offers young individuals opportunities for learning, creativity, and networking. However, along with these benefits, there are concerns about its effects on the mental health, academic performance, privacy, and social behavior of young individuals.



**Figure. 1 Effect Of Social Media On Teens.**

## 2. Literature Review

The impact of social media on youth development is significant. It has both negative and positive effects. On the positive side, social media has a significant impact on communication skills, social connectivity, and access to educational resources. It allows young individuals to express themselves and engage in civic activities. On the negative side, excessive social media usage has resulted in mental health issues such as anxiety, depression, and low self-esteem. The impact of social media on youth development is a critical factor that parents, policymakers, and educators must be aware of. It is important to understand that social media has both negative and positive effects on youth. Awareness of this is critical to promoting healthy social media habits. Twenge [2] argues that increased smartphone and social media usage is linked to rising levels of loneliness and depression.

Further exploration of the intricate relationship between juvenile behavior and social media has been done through several studies. It has been observed by researchers that moderate social networking has a positive effect on relationships with peers, which also offers emotional support, particularly for those who feel isolated. Livingstone & Smith [15] highlight the online risks faced by young users, including harassment and exposure to harmful content. It has also been observed that forums provide a secure platform for sharing stories and seeking advice. However, there has also been an indication of the possibility of an increase in body image problems and low self-esteem due to exposure to idealized lifestyles. Excessive use of social media has also been observed to lead to addictive behavior and less social interaction, as observed through longitudinal studies.

The effects of social media on the development of young people have been extensively researched in the last few years, with a focus on its psychological, social, and academic effects. There is consensus among experts that social media sites have the potential to provide young people with identity exploration, socializing, and access to learning resources. Patchin & Hinduja [9] identified cyberbullying as a significant factor affecting adolescent self-esteem. The positive effects include increased social support, creativity, and participation in social movements. However, most studies have emphasized that excessive and uncontrolled engagement with social media can have adverse effects, such as increased stress levels, depression, poor academic performance, and disrupted sleep patterns. The potential risks of privacy violations, cyberbullying, and the pressure to conform to perfect images portrayed in social media have also been emphasized in the literature. The studies have emphasized that young people are more vulnerable to these effects due to their continuous emotional and cognitive development. The rapid expansion of social media platforms such as Instagram, TikTok, Snapchat, and Facebook has generated significant scholarly interest in understanding their effects on young people. Over the past decade, researchers from psychology, sociology,

education, and communication studies have examined how social media influences adolescents' mental health, academic performance, identity formation, and social relationships.

In studies about social media, it has been emphasized how it is beginning to influence the relationships, behaviors, and mental well-being of young people. Keles et al. [4] conducted a systematic review and found a strong association between social media usage and psychological distress. According to studies, social media sites allow for self-expression, socializing, and the acquisition of different kinds of knowledge, and these can have a positive impact on the academic and personal development of the youth. Nevertheless, studies have continuously demonstrated the negative effects of the excessive use of social media, such as increased anxiety, depression, isolation, and short attention span. Researchers have also pointed to the effects of peer pressures, internet approval, and the exaggeration of success and beauty on the self-esteem of the youth.

### 3. Research Methodology

The research design employed in this research was descriptive research design. The research aims to explore the impact of social media on young people. To collect data on young people aged between 15 and 25, a systematic questionnaire was employed. To ensure that the research participants were diverse in their representation, the research sample was randomly selected using basic random sampling techniques. Both closed-ended and Likert scale questions were employed in the research questionnaire to collect data on trends in the use of social media, its advantages, as well as its adverse effects on young people's academic success and mental well-being. Secondary research was conducted using books, journals, and reliable internet sources. Basic statistical techniques such as frequency distribution and percentage analysis were employed to analyze the research data. The research design employed in this research guaranteed ethical considerations through the maintenance of research participants' confidentiality. The research design employed in this research provided a methodical way of understanding young people's perception of social media.

The research aims to explore the impact of social media on the behavior of young people using a quantitative research method. The research participants, aged between 16 and 24 years, were surveyed to collect primary data. To ensure that the research participants are representative of the male and female population as well as those at different educational levels, stratified sampling was employed. The research survey was conducted using multiple-choice and Likert scale questions about the effects of social media on young people's behavior.

The research aims to explore the impact of social media on young people using a mixed research method. To have a thorough understanding of the research issue, quantitative as well as qualitative data was collected. To collect primary data, a structured questionnaire was employed using the convenience method of sampling. The research participants were young people aged between 15 and 25. To collect individual experiences and views about the impact of social media on young people's behavior,

A few semi-structured interviews were also conducted. The major topics discussed included the frequency of usage, favorite platforms, and their impacts on academic performance, social life, and mental health. For more support of the findings, secondary research was also done. This study is based on secondary research collected from peer-reviewed journals, research articles, and official reports [4], [14]. Only verified academic sources were considered to maintain reliability. This included publications, peer-reviewed journals, and past studies. Statistical methods such as percentage calculations and mean scores were used to analyze the gathered data. Ethical considerations were also met by obtaining informed consent and ensuring confidentiality. This method of studying the impacts of social media on young people is very systematic. In order to develop a more comprehensive understanding of the impact of social media on youth, additional methodological components were incorporated in the study.

**Research Approach:-**The study was conducted through a mixed approach, incorporating both quantitative and qualitative aspects. The survey helped in collecting measurable data on the usage of social media and its impact, but at the same time, through brief open-ended questions and selected interviews, it was possible to collect information on personal experiences and perceptions regarding social media sites such as Instagram, TikTok, Snapchat, Facebook, and YouTube.

**Sampling Technique:-**In addition to the random sampling technique, stratified sampling was also used in the study. This helped in increasing the reliability of the study by reducing sampling bias. **Research Instruments**

#### **The questionnaire was divided into five sections: Demographic Information, Social Media Usage Patterns Academic Impact, Psychological Impact, Social and Behavioral Impact**

The questionnaire was first pilot-tested using a small number of participants to ensure its clarity, reliability, and validity. **Validity and Reliability:-**In order to ensure the validity of the study, the questions were based on literature and previously tested research instruments. The reliability of the study was ensured through the use of internal consistency. The questions were also worded in a simple manner to avoid misinterpretation.

#### **Limitations of the Study:-**

In spite of all precautions taken in the study, there were some limitations that were identified. These include: The study may include bias or exaggeration in the self-reported information. The sample used in the study may not be large enough to cover a wider population. The study may not be long-lasting since social media trends change rapidly. **Data Management and Confidentiality** All the collected data was stored securely and password protected. The participants were given identification codes rather than names to ensure anonymity. The data management and confidentiality were conducted according to the ethical standards and guidelines. **Replicability and Future Research** The study design and methods were recorded in detail to ensure that the study could be replicated in different areas and among different populations. Future researchers could increase the sample size, carry out the study over time, or focus on a particular platform such as Instagram or TikTok and compare the effects of both platforms separately. The findings of the study confirm that social media has a very important role in the lives of

young people. Social media sites, such as Instagram, TikTok, Snapchat, Facebook, and YouTube, have become very important in the communication, entertainment, learning, and self-expression of young people.

The findings of the study also show that although social media provides many opportunities for young people to connect with each other, express their creativity, and seek information, excessive use of social media can create many psychological, academic, and social problems. The findings of the study also show that there is a significant correlation between excessive social media use and stress, anxiety, and low concentration. The study also found that excessive social media use can create academic distractions among young people. The current study on the "Impact of Social Media on Youth" uses a descriptive and analytical research approach to analyze the effects of social media platforms on the behavior, performance, mental health, and social interactions of young people. The study targets youth aged between 15 to 25 years, as they are the most active users of digital platforms. The study will help in understanding the positive as well as negative effects of social media usage and will analyze the overall impact of social media usage on personal and social development.

A mixed-methods research approach has been adopted for this study, which combines both quantitative and qualitative methods of data collection. Primary data was collected using structured questionnaires, which were distributed to students of schools, colleges, and universities. The questionnaire consisted of close-ended and open-ended questions regarding the daily usage of social media, the most preferred platforms, the purpose of usage, emotional impacts, academic impacts, and social interactions. The questionnaire was administered both online and offline in printed form to reach a larger number of participants. A sample size of about 100-150 participants was chosen using simple random sampling to ensure equality and minimize bias. Apart from the primary data, secondary data was also collected from various sources such as research articles, journals, and studies related to the usage of social media among the youth. Reliable sources such as Google Scholar and previous research studies were referred to for gaining theoretical knowledge and support from literature. This assisted in comparing the findings of the current study with the previous research, thus adding to the authenticity of the study.

The quantitative data collected was analyzed using statistical methods such as percentage analysis, graphs, and graphical representation to interpret the trends and patterns of social media usage. The qualitative data was analyzed using thematic analysis to interpret the opinions, experiences, and perceptions of the youth related to the influence of social media. The methodology of research used in this study is intended to investigate the effects of social media on youth in a systematic and scientific manner. The research study is descriptive and analytical in nature, as it intends to describe the usage patterns of social media among youth and analyze the psychological, academic, and social impacts of social media on youth. The descriptive part of the study will enable the researcher to understand the behavioral patterns, whereas the analytical part of the study will assess the relationship between the exposure of social media and its effects on youth.

The population of the research study will comprise youth aged between 15 and 25 years, as this age group has the maximum exposure to digital and social media platforms. The study will be limited to urban and semi-urban educational institutions to ensure that the results are diverse. A sample size of about 150 participants was chosen using simple random sampling methods to eliminate selection bias and provide an equal opportunity for participation. The sampling method will ensure that the data collected is representative of a wide range of youth with varying academic backgrounds, lifestyles, and social settings. The quantitative data collected was analyzed using statistical methods such as percentage analysis, graphs, and graphical representation to interpret the trends and patterns of social media usage. The qualitative data was analyzed using thematic analysis to interpret the opinions, experiences, and perceptions of the youth related to the influence of social media. The methodology of research used in this study is intended to investigate the effects of social media on youth in a systematic and scientific manner. The research study is descriptive and analytical in nature, as it intends to describe the usage patterns of social media among youth and analyze the psychological, academic, and social impacts of social media on youth. The descriptive part of the study will enable the researcher to understand the behavioral patterns, whereas the analytical part of the study will assess the relationship between the exposure of social media and its effects on youth.



**Figure. 2 Daily updates platforms.**

#### 4. Result



Figure. 3 impact on youth

#### 5. Conclusion

The life of youth is significantly affected by social media, which is both a source of opportunity and challenge. The study indicates that social media is a force for good in increasing social awareness through enhanced communication, information availability, and self-expression. However, excessive and uncontrolled use of social media can have negative effects on youth relationships, academic performance, and mental health. Challenges of addiction, cyberbullying, and irrational social comparisons remain major concerns. The study indicates that individual awareness is a major factor in the impact of social media. Therefore, it is essential to promote responsible use of social media with knowledge of its positive impact on the overall development of youth.

The youth culture of today revolves around social media, which has a profound impact on the academic, emotional, and social lives of youth. Excessive use of technology is a major concern despite its positive benefits of increasing connectedness, information availability, and self-expression. The findings suggest that social media has both benefits and risks [6], [12]. Responsible usage and parental guidance are necessary to minimize harmful effects [5].

The study indicates that excessive use of social media can result in mental health problems, distractibility, and increased susceptibility to social comparison and cyberbullying. These negative impacts of social media on youth emphasize the need for responsible use of technology in moderation.

The growing influence of social media among the younger generation presents both great opportunities and great challenges. The results prove that social media enables the younger generation to remain updated and connected through improved social involvement, communication, and learning opportunities. Nevertheless, overuse and misuse may have a negative effect on one's mental health, attention in the classroom, and interpersonal relationships in real life. The well-being of the younger generation is still challenged by concerns such as cyberbullying, online addiction, and the idealization of success and life. The level at which social

media is effectively utilized marks the level of its influence. It is therefore important to promote critical media literacy among the younger generation and to ensure the younger generation uses social media responsibly and in a balanced manner. This is the role played by policymakers, educators, and parents.

Young people's lives are affected in many ways by social media. The study claims that social media is an important tool for sharing information, communicating, and self-expression, which can lead to the growth of young people. However, the findings also reveal that over-engagement with social media has adverse effects, such as stress, poor academic performance, social withdrawal, and psychological problems. Such problems are compounded by the fact that cyberbullying and social comparisons are common. This shows that social media is not always bad, but the extent and manner of use make all the difference. The impact of social media on young people cannot be viewed as totally positive or totally negative. Rather, its impact depends on its usage. While its positive usage can have a significant impact on learning, building communities, and self-expression, its uncontrolled or overuse can have adverse effects such as anxiety, depression, cyberbullying, and unrealistic social comparison.

It, therefore, becomes imperative for young people, as well as their parents, educators, and policymakers, to foster digital literacy, self-awareness, and positive social media engagement. In doing this, they can ensure that social media becomes a source of empowerment rather than a source of harm. The study indicates that excessive use of social media can result in mental health problems, distractibility, and increased susceptibility to social comparison and cyberbullying. These negative impacts of social media on youth emphasize the need for responsible use of technology in moderation.

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