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## **An empirical study of the impact of social media on youth with reference to Bengaluru**

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### **Abstract**

Today we are living in digital era. The social media had become an integral part of our day to-day lives. The youth today use social media sites extensively to connect with their external world. The communication tools ranging from mobile phones, blogs, video sharing content sharing and the like which was not available with the traditional modes of communication. Social networking sites have opened up avenues or platforms for the advanced communication.

**Keywords:** Social media, youth, impact

### **Introduction**

The social media in the recent times has acquired never and broad dimensions all over the world. The social networking now ranges from entertainment, education, academic socialization and the like. India is the third biggest country in terms of internet users in the world, with a high social and mobile audience. Students spend more time on social media than 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) <sup>[4]</sup>. 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 Boards Association, 2007) <sup>[3]</sup>. 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.

Living in such high-speed society, we cannot avoid communicating with people around us. After the Internet entered into our life, Social Networking Services (SNS) have gradually become the focal spot of our communication channel, especially among college students. Accompanied with the rapid changes of the Internet, online social networks are changing every day. Looking at its development, we can easily figure out that SNS nowadays is not only a simple tool of communication, but a platform to integrate resources. Today in India particularly among the Indian college students the usage of Social Networking Sites (SNS) has significantly increased and it certainly has far reaching impacts on the academic and other activities of the students.

### **Concept of social networking sites in India**

During the last two decades the world, in general and India, in particular has witnessed for remarkable changes in Information Technology (IT). The advancement in IT led to the emergence of Social Networking Sites (SNS). SNS are currently being used regularly by millions of people. The usage of SNS has been so widespread that they have caught the attention of academics worldwide. SNS are now being investigated by numerous social science researchers. An increasing number of social scientists are developing interest in studying SNS, because of its impact on society. Further, the usage of Social Networking Sites (SNS) among the people of India is evidently increasing, particularly among the Indian college students. It has invariably left a big impact on society in general and college students in particular.

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## Definitions

### Digital Natives

Digital Natives are considered the "...native speakers" of the digital language of computers, video games and the internet.

### Digital Social Media

Digital technology tools which operate communication of many sources to many receivers, such as websites and applications that enable users to create and share content or to participate in virtual social networking.

### Social media Influencer or influencer

A person with a sizeable following on social media who has the power to affect their followers' consumer behaviour through product promotion.

### 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.

### The effects of social media on the youths <sup>[1]</sup>

Social media can be defined as the facilities and tools that reduce the world to a global village; websites and applications that enables users to create, share contents and participate in social networking. The social media platform provides opportunities for users to create online communities to share ideas, information, personal messages, etc. Some of the social media applications include Facebook, Instagram, You-tube, My Space, Twitter, Skype, LinkedIn, etc.

Youths are predominantly the users of the Internet for social interaction. These are the people who cannot imagine life without the Internet, the group seeking for ways to connect virtually to everyone in the world. With over half of the Nigerian population under 30 years of age, they are the ones more frequent on the Internet. We must harness the creativeness of the youth for the economic growth of Nigeria. Bearing in mind that the internet opens up a world

of possibilities and opportunities to the youths, the consequences of ignorantly using social media by the youths should not be overlooked.

Whereas we are aware that the social media can have positive effects on the youths, we cannot discountenance the negative effects it also has on the youths. Several studies have been conducted on this and we outline below some of the positive and negative effects of social media on the youths.

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.

The negative effects of Social Media on youths cannot be overlooked and can be overwhelming. It can have harmful effects on the youths if not controlled. Some of these effects include:

- Lack of control of and over personal information: Youths post private information online without realising the associated risks.
- Cyber bullying
- Mental Health issues
- Lack of Morals
- Spread and ability to amplify Fake News
- Exposure to adult information
- Indirect encouragement of high rate of scam on social media
- Poor grades from the academic pursuits
- Long hours on Social Media platforms
- Peer pressure
- Addiction to social media

### Adverse effects on values <sup>[2]</sup>

- Pornography: Underage children may accidentally or by design access pornographic sites
- Predators have access to minors through unsupervised use of chat rooms and e-mail
- Loss of inhibitions normally experienced when face-to-face, promoting sexual exchanges and promiscuity
- On-line gambling
- Potential for plagiarism in school work
- Promotion of hatred or violence through Web sites targeting a specific group, such as women, homosexuals, and religious or ethnic groups
- Use of the Internet by school bullies to ridicule or spread hatred toward a victim

<sup>1</sup> <https://www.nira.org.ng/nira-media/news-update/288-the-effects-of-social-media-on-the-youths>

<sup>2</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792691/>

Violence through video games, song lyrics and on-line bullying, access to hazardous materials or information on making weapons.

### Review of literature

Selasi Kwame Ocansey, Wolali Ametepe and Charles Fynn Oduro (2016) <sup>[6]</sup> contend that the technology has many positive facets but can become dangerous when in wrong hands. Social media offers several benefits and opportunities to young people, including access to information, extended social networks, social skills practice, identity expression, informal learning opportunities, interest-based groups, development and maintenance of friendships and fun. Social media has been described as an important part of a young person's life and a platform for experimentation, creative self-expression and identity formation (Selasi Kwame Ocansey, 2016) <sup>[6]</sup>.

Annapoorna Shetty, Reshma Rosario and Sawad Hyder (2015) <sup>[1]</sup> define the Social media 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 people (Annapoorna Shetty, 2015) <sup>[1]</sup>.

Sharma (2016) <sup>[1]</sup> briefs the social media is defined as the technological means of sending information, ideas, opinions etc. through the mass communication device to a diverse audience. In one sense, words and pictures are the media by which thought and feelings are communicated but medium need not be restricted to this meaning. Any Website that allows social interaction is considered a social media, including social networking sites such as face book, MySpace, and Twitter, gaming sites and virtual worlds such as club Penguin, second Life, and the Sims; video sites such as YouTube; and blogs (Sharma, 2016) <sup>[7]</sup>.

Mankkandhan (2016) <sup>[2]</sup> opines that the inherent limitations of passing large amounts of digital information down phone lines have affected the type and quality of media that can be used effectively, as well as the nature of the interaction allowed by the web. There are ways to increase the performance by improving the technical limitations which depends on having a readily available infrastructure that can deliver more data faster and reliably, called Broadband. Nowadays social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people (Mankkandhan, 2016) <sup>[2]</sup>.

### Methodology

#### 1. Research Methods used

The study used Descriptive, analytical and survey methods.

#### 2. Sampling

Universe/ Population/Sampling Frame

- All the youth in the age group of 17-22 years in the city of Bengaluru.
- All the faculty members teaching UG and PG courses in the city of Bengaluru

### Category of Respondents

- The respondents includes both male and female
- Demographic variable for students is grouped into 17-19 and 20-22
- Faculty respondents teaching UG and PG courses are chosen

### Bases of Sampling

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

### Data collection

#### Primary interactions

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

#### Secondary information sources

- The secondary data have been collected with the help of books, journals, Government bulletins, magazines, newspapers, reports and internet information.

### 3. Data Analysis and Interpretation

The collected data were analyzed with the help of statistical tools and techniques. Analysis and interpretation of data with the help of graphs and tables for the responses given by the respondents.

**Total 1:** Profile of the sample Respondents

Age group of the Respondents	N	%
<b>students</b>		
17-19	19	38
20-22	31	62
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Faculty</b>		
25-35	15	30
35-45	19	38
45-55	9	18
55 and above	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

The data was collected from the student and faculty respondents. The students studying in the UG and PG courses are chosen through simple random sampling. The age profile shows that 38% of the student respondents are in the age group of 17 -19. 62% of the respondents are in the age group of 20-22. 30% of the faculty chosen for the study fall in the age group of 25-35. 18% of the respondents are in the age limit of 45-55 years.

**Table 2:** Gender and Course of study

Statement	Students		Faculty	
	N	%	N	%
<b>Gender</b>				
Male	39	78	29	58
female	11	22	21	42
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>
<b>Course of study</b>				
UG	33	66	41	82
PG	17	34	9	18
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

The gender composition of the respondents indicates the male respondents outnumber the female respondents. The availability of the respondents was considered while collecting the primary data. The students studying in UG and

PG courses are drawn. The students studying in the UG and PG courses are two-third and one-third of the total composition. The faculty teaching are majority in number with 82% of the total.

**Table 3:** Social Media presence and Frequency of Network Use

Social Media Presence	Students		Faculty	
	N	%	N	%
Facebook	22	44	8	16
Instagram	10	20	7	14
Whatsapp	7	14	23	46
Twitter	8	16	8	16
Other Social Media	3	6	4	8
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>
Frequency of Network Use				
At least once a day	20	40	33	66
Once a day	4	8	10	20
Two or more time a day	5	10	4	8
Several times a week	4	8	1	2
Once a week or less	8	16	2	4
Never	9	18	0	0
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

The social networking is now the order of the day. The Facebook was a success phenomenon among the masses. The connectivity over the social media is imperative as the people connect personally, professionally and otherwise. 44% of the students have indicated the presence in Facebook. The Instagram accounts are possessed by 20% of the respondents.

46% of the faculty has indicated the presence over the Whatsapp. As far the frequency of the social media usage, 40% of the student respondents and 66% of the faculty respondents have given that they use atleast once a day. 20% of the faulty have indicated to be using the social media once a day.

**Table 4:** Impact of Social Networking on the Education Sector in India

**Key:** SA- Strongly Agree; A-Agree; N-Neutral; DA-Disagree; SD- Strongly Disagree

Statement		SA	A	N	DA	SD	Total	
The usage of social networking has caught the attention of academics worldwide, so also India	Faculty	N	20	11	9	7	3	50
		%	40	22	18	14	6	100
	Students	N	19	10	10	6	5	50
		%	38	20	20	12	10	100
The usage of Social networking is evidently increasing, particularly among the Indian College Students	Faculty	N	21	13	8	5	3	50
		%	42	26	16	10	6	100
	Students	N	17	13	10	8	2	50
		%	34	26	20	16	4	100

Source: Primary Data

A question was posed to the Faculty and Student respondents on the Impact of Social Networking on the Education Sector in India. For the variable, the usage of social networking has caught the attention of academics worldwide, so also India, 40% of the Faculty Strongly agreed and 20% of the Students

contend the same. For the variable, the usage of Social networking is evidently increasing, particularly among the Indian college students, 16% of the Faculty express neutral opinion and 16% of the Students have disagreed.

**Table 5:** Factors that impact the Student Learning through the SNS

**Key:** VHE- Very High Effective, HE- Highly Impact, ME- Moderate Impact, LI- Least Impact, NE- No Impact

Statement	Respondents	VHI	HI	MI	LI	NI	
Self- Presentation	Faculty	N	18	13	9	7	3
		%	36	26	18	14	6
	Students	N	22	12	8	5	3
		%	44	24	16	10	6
Conveying Specific Information	Faculty	N	19	14	10	5	2
		%	38	28	20	10	4
	Students	N	17	13	9	6	5
		%	34	26	18	12	10
Awareness about Interaction with Professionals	Faculty	N	19	13	8	7	3
		%	38	26	16	14	6
	Students	N	22	10	8	6	4
		%	44	20	16	12	8
Supervision and Counselling sessions	Faculty	N	20	13	9	5	3
		%	40	26	18	10	6

Active involvement of population	Students	N	23	14	7	4	2
		%	46	28	14	8	4
	Faculty	N	18	12	10	6	4
		%	36	24	20	12	8
	Students	N	21	10	9	7	3
		%	42	20	18	14	6

Source: Primary Data

A question was posed to the Faculty and Student respondents on Factors that impact the Student Learning through the SNS. Self- presentation is believed by 36 % of the Faculty and 44% of the Students to be impacting to a very high extent. For the variable, Conveying Specific information, 4% of the Faculty and 3.43% of the Students have expressed no impact. For the variable, Awareness about interaction with professionals, 38% of the Faculty and 44% of the Students have expressed very high impact. For the variable, Supervision and counseling sessions, 6 % of the Faculty express neutral impact and 4% of the Students have expressed no impact. For the variable, Active involvement of population, 20% of the Faculty and 18% of the Students

express the moderate impact.

The SNS has definitely given a leap to student learning. This has consistently and progressively shown a positive impact among the students. The students get exposure on various topics and subjects. They learn self-presentation in terms of what they express. It would also impact the manner in which they convey specific information. The professionals tend to convey the awareness about information there is supervision by the admins who are found in the group. There is better supervision and counseling is also ensured to whoever group member requires the same. The people in the group actively involve leading to comprehensive group dynamics.

**Table 6:** Learning Benefits through Social Networking in Educational Platforms

Key: TLE – To Large Extent, TGE- To Great Extent, TME- To Moderate Extent, TSE- To Small Extent, VLE – Very Low Extent

Statement			TLE	TGE	TME	TSE	VLE
Serve specific Instructional purpose farmed by Institutions	Faculty	N	20	17	8	4	1
		%	40	34	16	8	2
	Students	N	19	13	10	5	3
		%	38	26	20	10	6
Feedback assists to learn appropriate interactions available Techniques	Faculty	N	18	12	9	7	4
		%	36	24	18	14	8
	Students	N	21	15	8	5	1
		%	42	30	16	10	2
Online books, Journals, reports and documents	Faculty	N	22	16	7	3	2
		%	44	32	14	6	4
	Students	N	20	14	9	4	3
		%	40	28	18	8	6

Source: Primary Data

A question was posed to the Faculty and Student respondents on Learning Benefits through Social Networking in Educational Platforms. For the variable, Serve specific Instructional purpose farmed by Institutions, 2% of the Faculty and 6% of the Students feel that benefits are realised to Least Extent. For the variable, Feedback assists to learn

appropriate interactions available Techniques, 18% of the Faculty express the moderate extent impact and 2% of the Students have expressed to a very least extent. For the variable, online books, Journals, reports and documents, 44% of the Faculty feels the benefits to a very large extent and 8% of the Students feel it to be a very small extent.

**Total 7:** Ways in Which Social Media Helps in Integrating Course Content

Key: SA- Strongly Agree; A-Agree; N-Neutral; DA-Disagree; SD- Strongly Disagree

Statement			SA	A	N	DA	SDA
Collaborating with classmates through Social media	Faculty	N	21	14	7	5	3
		%	42	28	14	10	6
	Students	N	23	15	8	3	1
		%	46	30	16	6	2
Builds a system of relationship between Students	Faculty	N	22	13	9	4	2
		%	44	26	18	8	4
	Students	N	18	14	10	5	3
		%	36	28	20	10	6
Provision of Instant pathways for dissemination	Faculty	N	21	11	8	7	3
		%	42	22	16	14	6
	Students	N	22	15	7	4	2
		%	44	30	14	8	4
Enhancement of course-related Knowledge	Faculty	N	18	13	10	5	4
		%	36	26	20	10	8
	Students	N	19	14	9	6	2
		%	38	28	18	12	4
Group discussion and Multiple students' interaction at the same time.	Faculty	N	22	13	10	4	1

		%	44	26	20	8	2
	Students	N	25	9	8	6	2
		%	50	18	16	12	4

Source: Primary Data

A question was posed to the Faculty and Student respondents on Ways in Which Social Media Helps in Integrating Course Content. For the variable, Collaborating with classmates through Social media, 42% of the Faculty Strongly agreed and 76% of the Students contend the same. For the variable, Builds a system of relationship between Students, 9% Faculty members have expressed neutral opinion and Students have disagreed. For the variable, Provision of Instant pathways for dissemination, 42% of the Faculty Strongly agreed and 72% of the Students contend the same. For the variable, Enhancement of course-related Knowledge, 20% of the Faculty expresses neutral opinion and 12% of the Students have disagreed.

For the variable, Group discussion and multiple students' interaction at the same time, 44 % of the Faculty Strongly agreed and 68% of the Students contend the same.

The Social Media is now with lots of services and resources. These services and resources can make use by the users of Social Media. This paper is used to study its effectiveness in education filed and found out that it is very useful tool in education purposes and beyond. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career opportunities<sup>[3]</sup>.

### Suggestions

In light of the present research paper, the following recommendations are advanced

- In order to reach today's digital natives, academics should seriously consider embracing social media in teaching and learning as this is the media students use in their daily lives
- Although current students possess the easy familiarity with information communication technology, some may not be as familiar and therefore instructional scaffolding is required before introducing such technologies into teaching.
- The universities are now considering moving to e-Learning through purchase of a learner management system into which social media could then be integrated.
- Further research on the association between Facebook use and student engagement and collaboration be conducted in other settings
- Social media could be integrated into learner management systems (LMSs) such as blackboard. The universities in poor communities could embrace and support eLearning.

To ensure the safety of the youth online, it is strongly recommended that:

- We have adequate and effective Online child protection laws
- Parents as a matter of urgency should monitor the activities of their wards on the Social Media.
- Government should empower the youths so as to engage them in more meaningful and constructive activities.

- A cyber monitoring team should be set by schools to checkmate the effects of illegal activities of the Social Media.
- The youth should be educated on the proper use of the Internet and Social Media.

We must guide the youths and limit their exposure to the negativity of social media. We must ensure appropriate laws are in place to protect them against the exposure to Social Media. We must channel their activities on the social media to yield positive results.

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<sup>3</sup> Effectiveness of Social Media in Education