A Study on Influence of Social Media Pertaining to Youth With Reference to Surat city.

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Abstract:

Social networking has become a common trend which has reached to almost every corner of the world. Currently, it has become essential to determine the impact of social media on the overall life of young people. From one year to the other the rate of technology is increasing at a very rapidly and the youth is the ones trapped in this rapid change. The use of social networking sites has detonated and grown into an online platform where people create and share content, bookmark it and network at a remarkable rate. Among the prominent users of the social networking sites are the youth. This research evaluates the impact of social media sites on youth's quality of life in different aspects. Social networking is changing the conduct with which young people communicate with their parents, friends and along with that how they make use of technology. To achieve this, an online survey was conducted which was filled by 95 respondents. The major findings revealed that social media has significant impact on youth life. Social networking sites grabs their attention and then focus it towards inappropriate actions that results in youth's distraction from studies and poor academic performance, depression, anxiety and other physiological issues.

Introduction:

It's true that technology, particularly social media, has brought significant changes globally, including the breaking down of distance barriers and the introduction of new ways to connect people. Social media platforms like Facebook, Twitter, Instagram, and others have become integral parts of daily life for many, offering avenues for communication, networking, and sharing ideas across geographical boundaries.

However, along with its benefits, there are concerns about the impact of excessive social media use on communication skills, particularly among younger generations. Face-to-face interactions, which were once the primary mode of communication, are increasingly being replaced by online interactions. This shift may potentially affect the ability of individuals, especially youth, to communicate effectively in real-life situations.

Moreover, social media can also contribute to issues such as body dissatisfaction, particularly among young people. The portrayal of idealized body images on social media platforms, often associated with beauty standards perpetuated by mass media, can lead to negative body image issues and even disorders like anorexia. Women are commonly targeted by these depictions, which promote unrealistic standards of beauty and body shape.

However, it's important to note that social media can also be a platform for promoting positive body image and healthy lifestyles. Trends like "fitspiration" encourage individuals to focus on achieving a healthy and fit body rather than adhering to unrealistic beauty standards.

In conclusion, while social media has undoubtedly revolutionized the way we communicate and connect with others, it's essential to be mindful of its potential drawbacks, such as its impact on communication skills and body image. Finding a balance in social media usage and promoting positive messaging can help mitigate these concerns and foster healthier online and offline interactions.

IV. Literature review:

Absolutely, social media platforms like Facebook, Instagram, Twitter, and Snapchat have become immensely popular worldwide due to the rapid advancements in technology. Their user-friendly interfaces, diverse features, and ability to connect people across vast distances have made them highly appealing, particularly to younger demographics. The convenience and accessibility offered by these platforms have contributed to their widespread adoption among the youth, who are often early adopters of new technologies and trends. As a result, social media has become an integral part of daily life for many, shaping how people communicate, share information, and interact with each other. [1]. Indeed, social media offers new avenues for online learning and can contribute to improving vocabulary and pronunciation among youth. [2].Students have developed a strong habit of visiting different social networking sites that results in drifting away their minds from studies. Recent findings have showed that most of the youth is distracted from their studies and profession and have reduced their learning skills [3].Despite of the distraction from studies they are developing friendly and social ties with the world that revolves around them [4]. One vital effect of these networks is on the student's academic performance and several experimental studies hoverer ported that the unnecessary uncreative time spent on social networking spots has poorly affected the student's grades [5]

.It was found that 82.6% of the youth agreed that social media had a strong impact on their social life style [6]. Most of the young people use social media before or after every activity they do, they don't interact with their fellows but communicate with their social friends and are becoming less social [7].Majority of youth uses social media for social purposes rather than educational purpose. Social networking sites affect language of young to some extent [8].65% people think that social media helps them to maintain the bond with their socially connected

friends and 33% agreed that social networking sites helps them to maintain a consistent interaction with their parents and teachers [9]. The study has also found that youth also feel independence where there is no parental control and promotion of their social status among peers to show that one has many followers on the social network [10].Many studies have demonstrated that there is a strong correlation between social media and negative body image. The perceiving of negative body in one's mind is due to the attitudes, beliefs, perspectives and values held by other social networking members [11]. A research identified some themes of portraying body image on different social media i.e. Thinspiration, bioinspiration and fitspiration. Thinspiration nonseparation content contained more thin and objectified bodies whereas fitspiration features greater prevalence of muscular bodies. Women who post fitspiration on Instagram are likely to engage in disorder eating and exercise behaviours that are possibly harmful to their physical and mental health[12] [13].Virtual makeover is also used in pictures and especially in selfies not only because of dissatisfaction but for ideal online self-presentation [14]. Also, idolization of body is also done for product promotion and positive encouragement for weight loss and body positivity as found in a study of Instagram hash tags[15].Self-esteem among the youth using social media was comparatively lower in females in contrast to the males [16][17]. Among youth, who were regular users of social networking sites, it was found that majority of the them felt depression and loneliness [18].The rate of anxiety andFoMo(Fear of missing out) was directly related with the number of sites the youth was connected to and the time usage spent on social media .Youth suffers from psychological disorders because they had been continuous victims of trolls on internet[19]. There was a strong link between 'Likes' on Facebook and self -esteem of youth [20]. There remain negative and positive effects of networking and making interactions using Social media. Youth is accountable and responsible to decide how to moderate their usage and how to utilize social media in better ways..

V. Methodology:

Based on the provided research design, data collection method, sampling technique, and proposed hypotheses, the research aims to investigate the association between social media usage and age group among youth in Surat city. Here's a breakdown of the research components:

I. Research Question:

What is the influence of social media taking place on the quality of life of youth?

II. Research Objectives:

1. To study the various demographic aspects of the youth and usage pattern of social media.

2. Research Design: Descriptive research design is chosen, aiming to describe the characteristics and behaviours of the population regarding social media usage among youth in Surat city.
3. **Types of Data:** Primary data collection method is utilized, indicating that the data is directly collected from the target population through surveys, interviews, or observations.
4. **Sampling Technique:** Non-probability convenient sampling technique is employed, implying that the sample is selected based on the accessibility and convenience of participants, rather than using random selection methods.
5. **Sample Size:** A total of 600 samples have been taken from Surat city, representing the youth population for the research study.
6. **Tools & Techniques:** Various tools and techniques are employed for data analysis, including graphics analysis, crosstabs and chi-square analysis, descriptive analysis, and inferential statistics.
7. Hypotheses:
• **Hypothesis-01:** This hypothesis aims to explore the association between social media usage during workday hours and age group among youth. The null hypothesis (H0) suggests no association, while the alternative hypothesis (H1) suggests an association between the variables.
• **Hypothesis-02:** Similarly, this hypothesis examines the association between age group and social media usage throughout the weekend hours. The null hypothesis (H0) proposes no association, while the alternative hypothesis (H1) suggests an association between the variables.
8. **Limitations:**

The participants may not have honestly filled the survey as they were unknown. The possibility of misunderstanding the survey questions also must be taken in to account because everyone thinks according to their level of perception, Further, there are chances of getting different responses because the respondents did not belong to a background but were chosen randomly.

Data Analysis:

Table 1:

Gender wise Classification
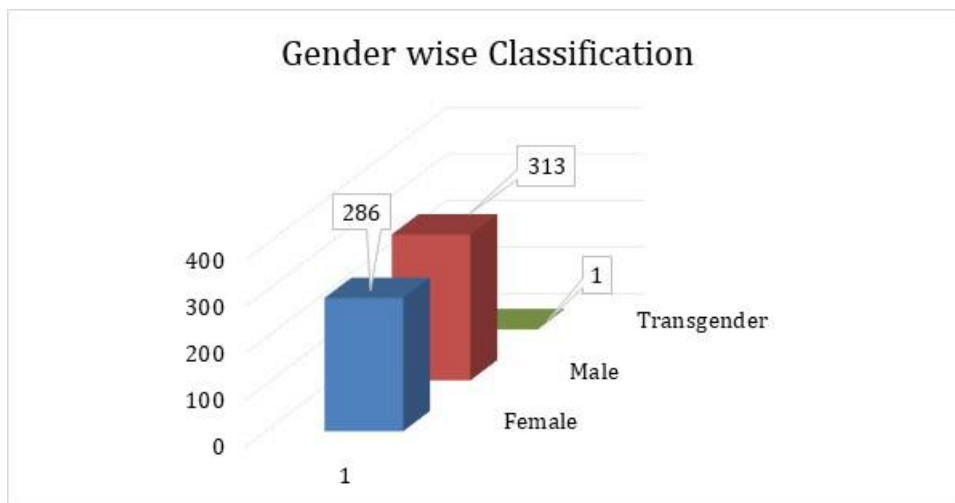
From the above visualization, out of 600 respondents approximately 48% respondents are female i.e. 286 females, and approximately 52% respondents are male i.e. 313. We have only one respondent from transgender category. This number provide evidence of equal participation of male and female in this survey.

Table 2:

Age-Group wise Classification
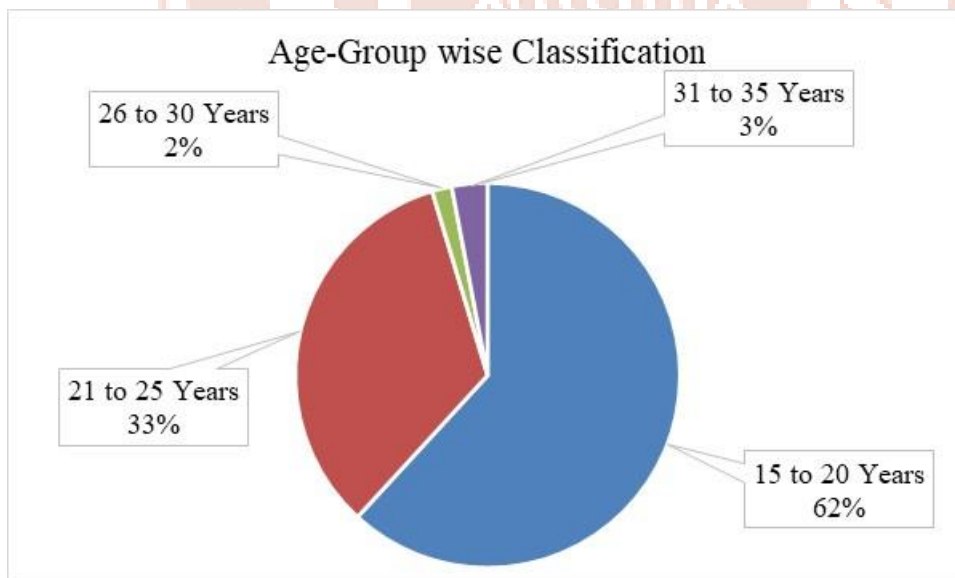
From the above classification we can say that, majority of respondent have age between 15 to 25 and only 5% respondent are from age-group of 26 to 35 years. Only 3% respondent are having age between 31 to 35, which can be affected the accuracy of results, as they are also consider as matured compare to another age-groups. Also from age-group "26 to 30 Years" , we have only 2% responses, which is also very less compare to remaining two groups. We got

33% responses from age-group "21 to 25 years" i.e. 201 out of 600. And we have 62% responses which is highest responses among the all four group i.e. 371 responses from age-group "15 to 20". So we can say that we have majority responses from youth who having age between 15 to 25.

Table3: Association between age group and social media use throughout the workday hours

Hypothesis-01

H_0: There is no association between the usage of social media during workday hours and age group among the youth.

<div align="center">V/S</div>

H_1: There is an association between the usage of social media during workday hours and age group among the youth.

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Case Processing Summary

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	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
week_day_hours * Age_group	600	100.0%	0	0.0%	600	100.0%

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<div align="center">

week_day_hours * Age_group Crosstabulation

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Count

		Age_group		
		15 to 20 Years	21 to 25 Years	Total
week_day_hours	0 to 5 Hours	209	119	328
	11 to 20 Hours	39	36	75

	6 to 10 Hours	88	56	144
	More Than 20 hours	35	18	53
Total		371	229	600

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.996[a]	3	.262
Likelihood Ratio	3.928	3	.269
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.23.

Decision: P-value for Chi-Square test and likelihood ratio test are greater than the significance level of 0.05, (χ^2 =3.996, p = 0.262) we do not have sufficient evidence to reject the null hypothesis. There is no significant association between the usage of social media during workday hours and age group among the youth.

Conclusion

It appears that there isn't a notable link between the time spent on social media during workdays and the age groups of young individuals. This implies that regardless of their age, young people seem to spend a similar amount of time on social media platforms during the weekdays. In other words, age doesn't appear to be a significant factor in determining how much time youth dedicate to social media usage on workdays. This finding suggests that factors other than age might play a more influential role in shaping social media habits among young individuals during workday hours. The practice of social media has a substantial control and effect on youth's social lifestyle.

It has shaped alterative innovative world and a large domain of information, interconnectivity and communication which cannot be started using social communication and interaction among youth. Most of the youth accepted to have more friends on social media than real life

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