



Life of youngsters these days on social media.

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ABSTRACT: The new generation and our youth are extensive using social media. Life without social media is impossible to imagine these days. Our younger generation is changing rapidly. Their way of socializing, behaving, adapting into the environment is quite different from what is used to be earlier.

Many researches have been already done before related to the social media. The objective of this study is mainly to analyse the socializing behaviour and understanding the major impact of social media, which bothers every youngster, while using different social networking sites in their real life. How lifestyle of people these days are changing rapidly because of the social media is a crucial part of their life.

INTRODUCTION

Social media is a vast concept with wide definitions. It is quite a common platform where people connect with one another and share their opinions. It is a modern way to socialize with other people, where people share their thoughts, opinions as well as keep themselves updated through social media. According to lazworld “A group of sites which is based on the participation of users and generation of the content by the user. They include different social networking sites like Facebook, instagram, snap chat, twitter etc.” (Lazworld, 2009)

Social media completely focuses on the user’s interaction with one another as well as it has become a part of people’s life where there is news updates or latest updates in the market. Memes and posts are what make social media more interactive. People share their thoughts, views, Insights, experiences through which other people learn and grow. Social media has also become a medium of marketing where social media is used as a tool by marketers for advertising and promoting their products. Companies make their page on social media and with the help of videos, pictures, status etc. They try to reach to their customers and also target new customers but sometimes it turns out to be fake and people get fooled through some fake sites.

Nowadays social media is not so great for the people because people spend lots of time using social media doing nothing productive and just browsing the website. Social media sites are becoming addiction to the youth where they find it difficult to concentrate on their work and studies and they prefer logging in to the different social networking. Some are making use of these sites while others are simply wasting their time. (N, 2013) Usage of social media is increasing day by day where people keep themselves updated through social media itself. Here are some important highlights from global digital report 2019 which includes:

The number of internet users worldwide in 2019 is 4.388 billion, up 9.1% every year. The global increase in the usage of social media is 9% since January. The largest social media penetration in 2019 was of Saudi Arabia at 99%, which is above the global average 45%. Other countries like Taiwan, South Korea and Singapore has the largest social media users. (Chaffey, 2019). Social media is not only becoming part of people’s life, but it is also changing the traditions or cultures of the societies. There are many harmful impacts of social media on today’s generation and it is high time that we should take these things into consideration. Many teens are usually spending

sleepless nights on social media without the knowledge of their parents. And disruption of sleep has had adverse effects on the teens as well as youths which have led to insomnia, mood swings and attention deficits at school or college. (Shahjahan, 2014).

People are very much influenced by the social media they are concerned of their each and every profile they have on the different social networking sites. Their pictures, status they post or upload, the likes and comments they receive and if they receive good amount of likes and comments, they feel happy as if their happiness are more dependent their social networking sites. People also do get trolled or cyber bullied through social media which leads to anxiety, depression and increase risk of suicidal thoughts. Real social interaction with among people are decreasing more day by day they are much busier in their virtual social world with the social networking sites. Also, a very common problem is arising among people as they are making comparison with their peers or celebrities or any person they like and relate it with themselves and in order to show others they also fake their own lifestyle.

Social networking is leading to the disappearance of face-to-face human interaction, the availability of these sites anywhere at any time are hugely affecting the privacy of people's life, people get trolled because of the false and irrelevant information gets uploaded, we are getting drawn to the frauds or cyber criminals who hacks our account and we face the consequences and most common problem people are having is the addiction towards these social networking sites. These affect the youth a lot in balancing their social, emotional and psychological well-being. This research aims at measuring the effect of social media on the lifestyle of youngsters these days. As people are losing their real identity while copying others to showcase them that their life is also going great and amazing. People are comparing own lives with celebrities and peers.

LITERATURE REVIEW

According to Yasmin Hashem (2015) in her paper she showcased the impact of social media on the academic development of school student. she talked in her research paper how social media are impacting students in their academic development and why and how this is impacting them by spending hours of time on social media.

Curtis (2010) in his paper he displayed the Adoption of social media for public relation by non-profit organisation. In his paper he stated how people are losing their interest in Facebook and got interested in other social media apps like Instagram or twitter etc. He wanted to prove that the trends of social media are evolving day by day with larger impact on the society.

According to Shahjahan A.T.M (2014) he talked about social media research and its effect on our society. In his researcher he talked about positive as well negative impact of social media on our society where he concluded that social media has both pros and cons where we cannot ignore one fact or the other. He also said that in order to decrease the negative impact parents should must take the stand in order to save their children from cyber bullying and the cybercrime.

Purva et al (2015) showed in her paper how has twitter channel the event discussion senarist a sapatia temporal diffusion analysis and she also talked about how social media has become fastest means of communication in today's generation as it has gained popularity at world-wide platform because people are able to express themselves through social networking site. The analysis of different aspects has been done like viral information,

In her research paper khurana N (2013) showd the impact of social networking sites on the youth and has talked about the impact of social media on the youth of our country. What kind of influence does social media have on the personal as well as professional (Hasehem, 2015) (Lake, 2009)l life of people and to also understand the advantage `of social networking sites? She concludes that social media has its own pros and cons as the youth has sets their limit to use the social media for their own.

S Kappuswamy (2011) displayed the impact of social networking sites on education of the youth and in his research paper he has talked about the impact of social media on the education of youth where he explains why

people are getting attracted to social media and his research paper he has concluded that social networking sites have both positive and negative Impact on the education of youth depending on their interest for using these sites.

J Ahn (2011) has shown his concern towards the effect of social networking sites on Adelante social and academic development “the writer was mainly concerned for teenagers that how these social networking sites are affecting adolescent’s social and academic social and academic development. As the recent studies found that youths and teenagers are spending lots of time to interact people through social media. In his paper he has examined different aspects of social media like privacy, psychological well-being, educational achievement, youth safety, cyber bullying, hacking etc.

Bharadwaj (2017) surveyed the impact of social networking on Indian youth, In his research paper he has tried to understand the pattern and behaviours of youth regarding social media. He has also tried to understand the reason behind the addiction towards and his main objective was to understand the impact of social media on youngster.

BERNARD J ET AKL (2018) showed the effect of social media on academic performance of student in Ghanaian universities in his research paper the researcher has tried to determine the level of explore of students towards the social media and to understand why they use social media and to understand why they use social media and what is the purpose of using social media.

M. Raj et al (2018) survey among school students on the Usage of online social networking sites it was a new method to evaluate of the social impact of researcher tried to find really as well as potential impact of social media the study done in this paper a to understand the behaviour pattern of school students regarding social media where they share everything on the social media.

OBJECTIVES

- To analyse the impact of social media in socializing behaviour of youngsters.
- Impact of positive or negative comment on social media

RESEARCH METHODOLOGY

THEORITICAL FRAMEWORK

Variables in the study contains only independent variables. We have used “socializing” as the variable for first objective where we asked the respondents about their preference in terms of socializing. The second and third variable which we have taken is positive and negative we have taken this variable to check the impact of negative comments and trolls or positive comments among the youngsters.

DESCRIPTIVE STATISTICS

The descriptive statistic has been applied to find frequency and percentage method. With the help of this test, we have been able to find the percentage of the and accordingly understand the respondents’ views on the particular has my question related to the objective has been direct to people so, one variable has able to justify my 1st objective completely. This has been used for my 2nd objective as well but another test has also been applied, which is cross table by which we have been able to make comparison and see the differences among the variables.

STATISTICAL TOOL AND ECONOMICAL TOOL

This section elaborates the proper statistical model which has been applied in this test. The detail of methodology is given below:

POPULATION AND SAMPLE

A sample of minimum respondents is taken of hundred (100) students as a total sampling size where respondents are randomly selected from total population of 5000 students from three different departments of Chandigarh University which is BBA, MBA and B.com where the respondents are both male and female has given their views on the questions asked by them regarding the usage of social media.

DATA AND SOURCE OF DATA

This research aims to find the impact of social media on the lifestyle of youngsters. The data collected for this research is primary data where the data is collected with the help of questionnaires. Primary data is collected because they are the current data, or the first-hand data collected by the researcher itself which is directly related to the problem.

Questionnaire are distributed with the help of social media platforms which includes WhatsApp and emails among a sample of students aged 16-25. Where sample size are the students of Chandigarh University

The questionnaire consisted questions regarding the amount of time they prefer to spend on social media and other questions included such as the functions they use of social media at different point of life which helped us to analyse the socializing behaviour of youngsters on social media.

DATA ANALYSIS AND INTERPRETATION

OBJECTIVE 1- Analyse the impact of social media in socializing behaviour of youngsters.

After collecting data from 100 youngsters

Frequencies

Statistics

PREFERENCE

N	Valid	196
	Missing	0

PREFERENCE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid hangout with friends and family	39	19.9	19.9	19.9
staying alone and surf internet	52	26.5	26.5	46.4
both together	105	53.6	53.6	100.0
Total	196	100.0	100.0	

As per the figures we can see that 19% of the youngsters prefer to hang out with their friends and family. 26% of youngsters prefer to stay alone and spend more surfing internet which means that today's generation socializing behaviour is more inclined towards the internet.

But in the figures, we can also see that 53% of youngsters prefer both together which means majority of people these days prefer socializing in both ways where they could spend time on social media as well as their friends.

OBJECTIVE 2- Impact of positive or negative comment on social media

➔ **Frequencies****Statistics**

		POSITIVE	NEGATIVE
N	Valid	196	196
	Missing	0	0

Frequency Table**POSITIVE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive vibes	124	63.3	63.3	63.3
	encouraged	14	7.1	7.1	70.4
	confident	44	22.4	22.4	92.9
	change in attitude towards ourselves	14	7.1	7.1	100.0
	Total	196	100.0	100.0	

NEGATIVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mixed negative emotion	35	17.9	17.9	17.9
	demoralised	27	13.8	13.8	31.6
	angry	47	24.0	24.0	55.6
	doesn't matter	87	44.4	44.4	100.0
	Total	196	100.0	100.0	

➔ **Crosstabs****Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
POSITIVE * NEGATIVE	196	100.0%	0	0.0%	196	100.0%

POSITIVE * NEGATIVE Crosstabulation

			NEGATIVE				Total
			mixed negative emotion	demoralised	angry	doesn't matter	
POSITIVE	Positive vibes	Count	25	9	27	63	124
		% within POSITIVE	20.2%	7.3%	21.8%	50.8%	100.0%
		% within NEGATIVE	71.4%	33.3%	57.4%	72.4%	63.3%
		% of Total	12.8%	4.6%	13.8%	32.1%	63.3%
	encouraged	Count	4	0	3	7	14
		% within POSITIVE	28.6%	0.0%	21.4%	50.0%	100.0%
		% within NEGATIVE	11.4%	0.0%	6.4%	8.0%	7.1%
		% of Total	2.0%	0.0%	1.5%	3.6%	7.1%
	confident	Count	4	18	11	11	44
		% within POSITIVE	9.1%	40.9%	25.0%	25.0%	100.0%
		% within NEGATIVE	11.4%	66.7%	23.4%	12.6%	22.4%
		% of Total	2.0%	9.2%	5.6%	5.6%	22.4%
change in attitude towards ourselves	Count	2	0	6	6	14	
	% within POSITIVE	14.3%	0.0%	42.9%	42.9%	100.0%	
	% within NEGATIVE	5.7%	0.0%	12.8%	6.9%	7.1%	
	% of Total	1.0%	0.0%	3.1%	3.1%	7.1%	
Total	Count	35	27	47	87	196	
	% within POSITIVE	17.9%	13.8%	24.0%	44.4%	100.0%	
	% within NEGATIVE	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	17.9%	13.8%	24.0%	44.4%	100.0%	

RESULTS AND DISCUSSION

As per both the tables we can see that maximum people get positive vibes when they get positive comments on social media. Most of the people also feel confident when they get positive comments which is 22.4%. And few people feel encouraged and change attitude for themselves which is 7.1%.

If we see negative comments then, maximum people say that it doesn't affect them or doesn't matter to them which is 44% of the respondents but most of the people also feel angry which is 24% of respondents and remaining ones go through mixed negative emotion 17.9% and few feel demoralised or demotivated.

So, we can say that most of the people get positive vibes when they get positive comments on social media, but the negative comments don't affect them much.

CONCLUSION

As per my research paper it is concluded that social media has its own place where people like to socialize. The new socialization is social media where people interact with different people and get to know each other even if people meet other people in person, then social media plays a role over there as well in the form of status. As for negative comments and trolls, people these days are quite resistant to it and they take it in a healthy manner.

FUTURE SCOPE

Based on conclusion, following are the suggestions, it's time that we should accept social media as a medium of socializing for people and part of their life.

It's important to be careful as well while using social media from cybercrime.

Avoid cyber bullying and trolling, avoid being bullied and trolled as well.

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