



# IMPACT OF SOCIAL MEDIA ON YOUTH IN THE CONTEXT OF THE CULTURE OF INDIA: A SOCIOLOGICAL ANALYSIS

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**Abstract :** The utilisation of Social Media is an integral part of Indian youth. The overutilization of social media has captured the attention of youth entirely. The dependency of youths on social media has reached such a level, that without it they cannot imagine any part of their life. Technology especially Social media which is highly engaging affects the core structure of society i.e. social institutions. Due to social media, there are reported changes found in the exterior as well as interior layers (cultural perspective) of Indian society. This study is keen on analyzing these changes that are felt in the social culture among the youth, especially in their Socialisation. It also attempts to examine the positive and negative impacts of social media. It transforms the social culture of society. Especially the findings of an ongoing channel on youtube. It will show how the online culture is changing the offline culture of society. The mixed method approach was used. Initially, a content analysis was carried out of youtube and Instagram's top influencers.

Keywords: Social Media, Culture, Youth

## INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms in which Social Media operate like blogs, micro-blogs, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, wikis, social networking sites and so on. The social networking sites are more popular among them. It is the form of technology which has entered everyone's social life. Every age people nowadays love to be on Social media but it has become a significant social force in recent years, especially for young people. Whereas the older generations view the media as a source of entertainment and information, the majority of young people see it as a perfect platform for socialization. Investing time on any platform includes both negative and positive remarks. Society is changing based on technology. The Thorstein Veblen theory "**Technological determinism**" perfectly fits here. Here it says it is the belief that technology is the principal initiator of society's transformation. He formulated the causal link between technology and society so deeply that one transforms the other easily.

The youth in the age group of 15-29 years comprise 27.2 per cent of the population for 2021, which is expected to decrease to 22.7 by 2036 (youth of India 2022 Report). They are at the peak excitement and adventurous level of their life. At this time, they love hangouts and spending time with friends which makes them more attracted towards social media. Social media usage has increased due to covid 19 pandemic. Even the behavioural changes have been noticed as the lockdown was very tiring, boring and exhaustive. The different types of Social Media are Traditional social networking sites, like Facebook, Twitter, LinkedIn, and TikTok,

Social review sites, Image and video sharing sites, Video hosting sites like youtube, Community blogs, Discussion sites, and Sharing economy networks.

**W. Akram and R. Kumar (2017)** in the article A Study on Positive and Negative Effects of Social Media on Society gives information about social media by calculating its negatives and positives. It says the effects of social networking are twofold. On the positive side, social networks are invaluable tools for professionals. On the other hand, negative sites of social media are incorrect self-diagnosis, Potential breach of privacy, cyberbullying etc. In this paper, different aspects of social media are covered like health, business, education, society and youth. An important part of growing up is to socialize and make friends. It provides an easy and effective way in which students can share knowledge. The capacity to know new things and when it happens. The usage of social media reduced learning and research capabilities, reduction in real human contact, Reduces command over language usage and creative writing skills, Time wastage, Low grades, and Loss of motivation in students. Effect on health as Students do not take their meals on time and take proper rest. It helps to build connectivity, promotes education, gives information from time to time and keeps people updated, it is used for noble causes, helps in building communities etc. The negatives of social media in society are cyber harassment, hacking, addiction, fraud and scheme, it can destroy anyone's reputation within a second. Then comes its impact on kids and teens by creating awareness, and activeness among them. Its negative impacts are very risky and harmful such as risky social behaviour, distorted body images etc.

**Panigrahi (2019)** rightly analysed the impacts of Social Media in his paper Impacts of Social Media upon India youth: Assessment of Cultural Lag. The changes that are noticed in the social structure which is associated with university students. Then the positive and negative impacts of social media on their academic performances, relationship patterns and identity issues were also studied. The paper suggests that Social media has turned out to be the biggest pool of information, which aids the student's world of learning - to study, entertain, make friends, date, innovation, and for seeking job opportunities. But there is a "cultural lag effect" (cultural lag here means the non-material part of the modern culture lags behind the material) for which its usage is becoming gradually difficult and harmful for the students.

**D.R. Sahu (2019)** gives information in his article "Media Violence and Its Impact on Youth: A Sociological Study in the Selected States of India" about the violence that emerges due to social media and its impacts on youth. The introduction is about youths and the transition phase they are going through due to social media like a burden of poverty, diseases and unemployment. Youth constitute the most vulnerable group to the influence of media. As youth are facing problems of identity, freedom, and physical and emotional changes, they are more vulnerable to exploitation. The youth are easily influenced by the violence shown on soap opera or mass media or social media.

**Sushma Rawath.S, Dr R.Satheeshkumar, and Venkatesh Kumar (2019)** in the paper "A study on the impact of social media on youth" throws light on a pattern of social media usage and its impact on youth. It tells about the apps used in social media. Then it reveals information about the positive aspect of social media I.e. Education, Knowledge of Politics, Awareness, Social Benefits, and Job Opportunities. The negatives aspect of social media I.e. Lack of privacy, Waste of time including Time logging into social sites, Effects on health, study and work, then Cyberbullying and Electronic aggression (EA-Electronic Aggression is any type of harassment or bullying that occurs through e-mail, a chat room, instant messaging, a website (including blogs), or text messaging). And the report in the article says the report says, 9% to 35% of youngsters have been affected by EA at any point of their young age.

**Samra Karamustafic, Taylor Stockmaster and others (2020)** in their 'Social media influencers: who they are and how they influence' paper extend research on the type of activities will influencers be engaged in during social media videos. Theory suggests that social media influencers should have an impact on attitudes. Influencers are likely to be perceived as credible, likeable and similar to their audience, attributes that research shows facilitate persuasion.

## OBJECTIVES

The objective of this study is to find out whether social media impacts the life of youths in India.

1. To analyse the Positive effects of Social Media in the day-to-day life of youth. Here the positive stands in terms of growth and development in the life of the creator as well as the audience. It can be predicted in the sense of Academic Professionals, helps to grow business, help someone to follow the discipline etc.
2. To find out the Negative effects of Social Media in day to day life of youth. In this paper, the negative effects can be seen in terms of time-killing and satisfaction syndrome and the act which put a barrier to growth and development.
3. This will mainly focus on how the usage of social media transforming the life of youths. The context of this objective will be based on cultural change, change in habits due to the usage of social media.

## RESEARCH METHODOLOGY

In this study, the apps like Facebook, Instagram, Twitter, YouTube, Snapchat etc are selected as the popularity of these social media networks is more among Indian youth. To find out the impact of media on youth, both negative and positive aspects get covered because everything has positive and negative aspects. This is an empirical study which is mainly based on the observation and measurement of phenomena. The primary data is collected from the Sagar District of Madhya Pradesh. A sample of 50 respondents was selected having smartphones with them. The sample age group was from 15-30 years old as this age group is mostly affected by social media. The observation of some top influencers on social media has been also done like carryminati. The primary data was collected through a questionnaire. The secondary data has represent the culture of all over India which has been collected from online articles and reports.

## RESULT AND DISCUSSION

The table below represents the data collected for the research purpose.

Sl No	Questions	Response in numbers	Response in percentage
1	Which is your favorite social media application	Facebook (4) Instagram (29) Twitter (3) Others (14)	8% 58% 6% 28%
2	What is your age?	15-18yrs (8) 19-22yrs (21) 23-26yrs (5) 27-30yrs (5)	16% 42% 10% 10%
3.	How much time do you spend on social media in a day?	<1hr (8) 1-3hrs (25) 3-5hrs(9) >5hrs (8)	16% 50% 18% 16%
4	What is your qualification?	10/12 <sup>th</sup> (8) UG (31) PG (6) Ph.D (5)	16% 62% 12% 10%
5	Purpose of social media	Educatoin (29) Socialization(28) Chatting(24) Net surfing (18) More than one (28)	58% 56% 48% 56%

Table-1 Basic Questions About the respondents

It has been found that social media has a very important element in everybody's life. Table one indicates the basic idea about the respondent's profile. The first question is about the favourite social media application with options like Facebook, Instagram, Twitter and others (Snapchat, LinkedIn, youtube etc). out of this Instagram is more popular among youths. we found that nowadays youth is using more than one social media app. The



second question is about the age of the respondent. Age is a very important factor which tells about the level of mindset of the youths .42% of people are at the age of 19-22 years. Then 38% are at the age of 15-18 years. The third question is about spending time on social media. 50% of respondents spend time between 1-3 hours on average. The next question is about the qualification of the person. 62% of the respondent are in their graduation. While talking to them, the researcher realised they are active on social and know about the top influencers like carry minati , Sopia Ansari and Urfi Javed. The last question is about the purpose of the usage of social media. It has a mixed response. The options are education, socialization, chatting, and net surfing. 56% of respondents have selected more than one option.

SI No	Questions	Agree Number/percentage	Disagree	Undecided
1	Does it help to feel more connected to the social world	45/90%	00	5
2	It helps to gather information about other culture and helps to feel more connected to the culture	40/80%	6	4
3	It is helpful to use for the education purpose	39/78%	4	7
4	Does it push an individual to pursue their goals	33/66%	7	10
5	Does it help to broaden the knowledge of individual	36/72%	4	10
6	Does it help to arise the important issues in society and talk on them	39/78%	4	7
7	Does it help to strengthen the bond in long distance relationship with family, friends and couple	32/64%	9	9
8	Does it helps to move on from problems because lots of people commit that their mood gets lighten up when they see videos of their favourite influencers	35/70%	10	5
9	It gives the space to vent out thoughts of individuals	28/56%	5	15
10	Does it help to stay up-to-date with news and current events	41/82%	3	6

Table-02 Positive aspects of usage of Social Media

Table two puts light on the positive aspect of social media. The questions show that social media is impacting the youth positively. More connection, interaction, regular updates etc. are the topics addressed in this section. 90% of people feel more connected when they use social media. 80% of respondents used it to gather information about other's cultures. 78% used it for education purposes. 66% get the kick to pursue their goals through social media. 72% of people broaden their knowledge base through social media. 78% use it to arise important issues in society. 64% use it to strengthen their relations. 70% use it to lighten their mood. It gives space to 56% of people to vent their thoughts. 82% of people stay up-to-date through social media.

SI No	Questions	Agree Number/percentage	Disagree	Undecided
1	Can search anything without restriction?	29/ 58%	9	12
2	Social media is addictive?	37/74%	5	8
3	Increase in cyber crime due to unregulated use	40/80%	2	8
4	It helps to forget the essence of real offline society	32/64%	6	12
5	Does it waste time?	35/70%	8	7
6	Does overuse of it reduce the concentration	43/86%	5	3
7	Usage of it gives more preference to virtual world rather than real world	34/68%	5	11
8	Does it increase the risk of depression, self-harm, anxiety and loneliness	29/58%	15	6
9	Does it influence to do crime or violence by watching other people doing the same	29/58%	9	12
10	Does it easily destroy anybody's reputation	33/66%	9	8

Table-3 Negative aspects of the use of Social Media

Table three puts light on the negative use of social media. The questions of it are mainly focused on usage, time waste, health issues, cybercrime etc. On every question, at least more than 50% of respondents agreed. 58% of people believe that anything can be searched on it without restriction. 74% found it addictive. 80% of people feel the usage of social media leads to an increase in cybercrime. 64% of people believe it disconnects you from offline society. 70% blame it for time wastage. 86% feel that it reduces the concentration. 68% say the virtual world has become more important than the real world. 58% of people believe it leads to health issues and promotes violence. 66% of respondents favour that posts on social media can destroy anyone's image easily.

SI No	Questions	Agree Number/percentage	Disagree	Undecided
1	Does it plays role in ensuring the societal norms?	31/62%	7	12
2	Does it promote the gali or abusing words like people getting influenced with the influencers	29/58%	10	11
3	Does it promote to talk about the issues which are untouched like periods, adult education, menstrual hygiene etc	42/84%	2	6
4	Does it reduce the physical interaction with parents	32/64%	11	7
5	Does it promote the culture of live-in-relationships	18/36%	6	26
6	Does it becoming the reason of fighting between couples by setting the example of idealness	29/58%	10	11
7	Does social media representing the fake life on it.	36/72%	4	10
8	Does social media is changing our habits(like wake up time, sleeping time etc )	38/76%	8	4
9	Does it changing our habits of outdoor interacton by odering everything doorstep	36/72%	11	3
10	Are people not enjoying the current time while	38/76%	5	8

	showing fake life on social media			
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Table-04 How the usage of social media helps to transform the culture

Table four indicates the link between the usage of social media and transforming the culture. Does it change habits, norms, values or not etc? In all the questions, more than 50 per cent of respondents agreed except for one question about the live-in-relationship in which 36% are in favour of social media promoting it. 62% support that social media ensure societal norms. 58% agreed that it promotes gali or abusing words. 84% feel that social media gives space to talk about untouched issues like periods, mensuration etc. 64% of respondents say it reduced physical interaction with parents. 58% feel that it is becoming the reason for fighting between couples. 72% say it is representing a fake life. 76% claim that social media is changing our habits. 72% is agreeing with our habits of ordering everything online. 76% of people are not enjoying the current time due to the content collected for their accounts on social media.

## FINDINGS

**The positive impact of Social Media-** Social media allows its users to connect to the other world in a very user-friendly way and with minimum effort. It helps to share information and make connections with other people. It helps to gather information about the other's culture which integrates the idea and the lifestyle with other's cultures like Indians following the Western culture and vice versa. Education has become more affordable and accessible through social media. Learning has become easier youtube provides a tutorial on every topic under the sun. It helps people to learn new things easily and develop their interests. In some cases it helps to pursue the goals like many housewives got the opportunity to open their channel on social media and pursue their career in cooking, arts, gardening and more such categories. It broadens the knowledge base of the users as many opportunities are there to keep themselves updated. Most of the people in the respondents agree that it gives them the opportunity to discuss very important issues. The best example is Twitter. Social media provides connectivity which is beneficial for long-distance relationships. Lots of the respondents agreed that social media lighten up their mood when they watch their favourite influencer. The professional level gets even more benefits from social media to broaden the level of knowledge in a particular field. It builds their professional network by connecting to more people which is called social capital. Social media allows them to gain more customers through easy conversation with their audience, gain customer feedback and elevate the brand. The end numbers of channels are flaring on Instagram with their products in every sector. It provides an accessible and powerful toolkit for highlighting and acting on issues and causes that affect and interest of young people.

**The negative impact of social media-** The Internet is not regulated by any law. No restrictions of moral abide by the law. Teenagers can search for anything on social media without any fear. They can search even criminal images and footage which can encourage them to attempt criminal activities. Negative use of social media can increase cybercrime. More use of social media can make an adverse effect on their mental health and the problem of addiction. The handy and user-friendly nature made it more addictive. It has been seen that people sitting together always remain busy on their mobile phones instead of talking to each other. They forget the essence of real society and stay busy on the phone even after meeting people offline. They always remain busy chatting with their online friends instead of face to face connections. Teenagers forget the real social world and are busy in the artificial world. Social media also reduces the concentration of people from their actual work. But some of the negative aspects of social media can destroy our life like mental illness, depression, anxiety and morality. The study is important in the manner that teenagers are under the influence of social media. The use of social media sites is minimum for educational purposes. People open it for educational purposes but end up chatting or doing some entertainment activities. Moreover, it can easily destroy anybody's image without knowing the real reason and culprit. For example the case of SDM Jyoti Maurya which has been suspended after the debate on social media about the betrayal of her husband by her after getting the post. Excessive usage of social media leads them to attempt some extreme step in their life like suicide. A 10-year study at BYU discovered that teenage girls at age 13 who spent two to three hours daily on social media were at a higher risk for suicide as young adults.

**Transforming the social life of Indian youth (15-30yrs)-** Social Media has impacted the other traditional methods of interaction through its faster speed and easy availability. Technology has two-dimensional effects on society. The first is the outer segments like smartphones, technological equipment, technology-related



schemes like smart city, digital India etc, when the outer segment improves, it causes appalling effects in inner segments like on the social institutions, in Social interaction patterns. It also affects the core structure of society - culture, values, norms etc. The media plays a very important role in ensuring that societal norms, ideologies and customs are disseminated. Socialization has been made possible and much simpler because of the media. The Gali or abusing word has become the slang. There are so many channels that directly or indirectly use abusive words on their channel like carry minati and many stand-up comedians (and we know social media is the best platform for standup comedians to reach the public) And youth without analysing whether it is wrong or right adopt them because they are getting famous in that. It has become the new common which is very weird. Still people especially youth accept it so easily. It is considered a symbol of pride. For if someone will not use the abusive word he will be called “Are *bhai tu gali nahi deta hai*” (hey brother you do not use slang in your language, why aren't you cool). The girls are using abusive words to show themselves cool. Because in our society boys are considered ideal for any work. There is one category of social media content called roasting in which the influencers or the actors try to bring illogical parts of other creators with the support of facts. But it is becoming more like abusing someone rather than pointing out their mistake. In a society or our culture abusing someone is considered wrong. Parents never allow their children to learn such words when they socialise with them. Abusing someone is treated as a crime in Indian culture. India is a country where the culture of respecting elders and women prevails first. But today abusive words specially made on women with sexual orientation are very common.

According to traditional cultures, it is often taboo to talk about the adult issues like adult education, mensuration, and personal hygiene but this attitude is getting change slowly due to the impact of media. People (influencers) are raising these issues on social media which are making parents confident and hassle-free to discuss such kinds of issues with their children (the pad man movie, then the social experiment of a male experiencing period crums. We come to know about these due to social media hence it brings awareness). The practices like live-in-relationship are not part of our culture neither our parents allow us. They consider it unethical hence we do not get socialised for this but social media are spreading the culture of live -in-relationship. The end number of channels on social media (youtube, Instagram) are managed by unmarried couples and they pretend to be in a live-in -relationship.

Earlier parents used to spend time with their children and properly socialise them like spending time with them after coming from work, trying to know about their daily happening etc. According to the Pew Research Center two-thirds of parents say parenting is harder today than 20 years ago with technologies like Social media and Smartphones being cited as a reason. Parents, which includes those who have at least one child under the age of 18 but who may also have adult children, are far more likely to say that parenting is harder today than it was two decades ago than believe the opposite is true. Two-thirds of these parents say that parenting today is harder than it was 20 years ago for most parents. Just 7% say it is easier, and 26% say it is about the same. With the time and demand of the economy, both parents are involved in earning hence there is less time for children. Moreover, the left time they spend on social media. The interaction between parents and children is not the same as the earlier one. Parents have their channels and the other family members end up becoming the content for that channel.

People represent the cool and calm life on social media which is very different from real life. Every relationship has complexities but the fake expectations set by social media channels bring the problems in real life. We can call it the satisfaction syndrome. (not of radiology satisfaction syndrome). Like many channel shows the fake couple relationship to gain more subscribers and economic advantage. Everything on social media is not true, it is shown to the public by editing, scripting etc. It is changing our habits such as late-night phone usage and late morning wake up which is impacting our health negatively by tempering the biological clock of our body. The e-commerce companies and online ordering of other products are ruining our habits. It also impacts the interaction level of us. Social media is becoming an addiction in the race of gaining more followers. In the search for content, people are left behind to enjoy the current events of life and are busy only gathering photos, videos etc. Which made them compromise to enjoy the real events of life.

## CONCLUSIVE DISCUSSION

In a nutshell, the study concludes that social media is a boon to the current high-tech and advanced society. It has made all of our life so much easier and fast. With a click of a button, a person can give commands to anything or can get connected to anyone on the earth. Any technology when introduce does not only brings

technological changes rather it transforms the culture, norms, and habits of a particular society which impacts the life of the people. Indian society has its feature. It doesn't fully transform through any external force rather it indianizes the feature of that change. But still, changes are inevitable. So this study mentioned the changes in two forms i.e. positive and negative. Some negative changes are harmful but the harmful impacts can not be realised fully now as the technology is in its development stage. Day by day new applications are coming in the market with new kinds of applications. This study is an attempt to find out the negative and the positive impact of the usage of social media. The gap between the technological and cultural aspects of society can lead to the efficient use of social media. The importance of it cannot be ignored but the right usage of it needs to be addressed. Some steps can be followed to minimize the negative use of social media like organising student drives or seminars the improve awareness about relevant laws in the country like Information Technology Act 2000. Judicious usage of social media should be promoted and traditional methods should not be left behind like playing outdoor games. The realisation is very important offline culture and interaction also carry equal importance as the online culture even in some cases it case more importance. The type of content should be supervised by the parents or guardian specially in the case of minors.

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