

# Detrimental Effect of Social Media on Youth Development: A Sociological Perspective.

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## **ABSTRACT:**

According to the recent research report, 62% of the youths are online 5 hours a day and 81% admitted to use the social media. India is the third biggest country in terms of internet users in the world, with a high social and mobile audience. Man is a social animal, he cannot live in isolation, so his actions affect not only him but society in general, society affects a man in so many ways. Social networking sites like Face book, Twitter, Orkut, Instagram, Whatsapp, Snap Chat etc diverting students from their studies. Regarding its effects on children, social media has both advantages and disadvantages. Students spend more time on social media than they do using personnel email. Today, the main aim of the student should be education and their future career. However, many students rely on the accessibility of information on social media. That means reduced focus on learning and retaining information. Students can exploit this and use it for a better life, a better tomorrow. It should be used to connect, stay in touch, share views but not waste time on. The Objectives of the study includes (i) To understand the impacts of media on teens. (ii) To examine the impact of high exposure on behavior and mental health. (iii) To understand and analyse what youth view in Social Media daily. The sample size for the study is 100 respondent from two cities Bangalore and Davanagere of Karnataka state. A questionnaire is designed to determine the various factors of social media that have impact on student's education. Variables identified are gender, education, social influence, and academic performance. This paper gives a brief definition of what media is and what are the deleterious effects of media on society. During the course of this literature various types of Impacts of media on the individual, his family and society are highlighted.

**KEYWORDS:** Society, Media, Impacts of media, Theories of media, social net work and Communication theories etc

## **INTRODUCTION:**

Human beings express their nature by creating and recreating an organization which guides and controls their behaviour in many ways. This organization liberates and limits the activities of men, sets up standards for them to follow and maintain. Whatever the imperfections and tyrannies it has exhibited in human history, it is necessary condition of fulfillment of life. This organization which is responsible for fulfillment of life of every individual is called society. Man in every society has suffered from one or the other problems: Media is the plural of the word medium. Media are the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as television, radio, newspapers, billboards, mails, telephone, fax, internet etc (the main means of mass communication). The

mass media occupy a high proportion of our leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. For children, watching television takes up a similar amount of time to that spent at school or with family and friends. While school, home and friends are all acknowledged as major socializing influences on children, a huge debate surrounds the possible effects of the mass media and findings both in favour and against effects are controversial. The question of effects is typically raised with an urgency deriving from a public rather than an academic agenda and with a simplicity which is inappropriate to the complexity of the issue (we do not ask of other social influences, what is the effect of parents on children or do schools have an effect which generalizes to the home or do friends have positive or negative effects).

Over the past 25 years, social media has received a lot of attention, which has led researchers to examine how social media impacts our society. Even while almost everyone in the neighborhood is signed up for at least one social networking site, kids and teenagers are the most passionate and devoted users. According to professionals in this sector, these social media platforms have a significant negative impact on our children's morality, behavior, and educational outcomes. Children and teenagers can have fun, interact with others who share their interests, and learn new things about themselves and their family relationships using social media. It carries on from their prior contacts, both online and off, in this regard. It's frequently an important factor in how older teenagers connect with others, especially their friends. The study found that 86 percent of non-adult users in India have access to Smartphone's. 85 percent of them claim to use social media, and the majority of them spend five hours a day online.

The possibility of media effects is often seen to challenge individual respect and autonomy, as if a pro-effects view presumes the public to be a gullible mass, cultural dopes, vulnerable to an ideological hypodermic needle, and as if television was being proposed as the sole cause of a range of social behaviours. Such a stereotyped view of research tends to pose an equally stereotyped alternative view of creative and informed viewers making rational choices about what to see. Overview articles often describe a history of progress over the past seventy years of research which alternates between these two extremes --first we believed in powerful effects, then came the argument for null effects, then the return to strong effects etc. --a history whose contradictions become apparent when old research is re-read with new eyes. Contemporary media studies sometimes define itself through its rejection of the language of effects research --criticising the laboratory experiment, the logic of causal inference, and psychological reductionism.

## REVIEW OF LITERATURE

**Sherri Gordon (2022)** reported "Surprising Ways Your Teen Benefits from Social Media." According to the study, news stories about cyber crimes appear virtually daily. It is not surprising that the 79% of parents associate social media with something that is negative for youths when you consider this and the fact that those who are the targets of cyber bullying frequently experience serious repercussions. And 21% of parents establish positive social media usage behaviors in their children, such as setting limits and keeping a check on their online activity, it's important to understand that social media is not necessarily a bad thing. It only turns into a problem when individuals abuse it for taunting, humiliating, and rumor-mongering. In fact, research demonstrates that using social media has several advantages and more disadvantages.

**Dr. Sukriti Chauhan and Shireen Yachu, (2022)** studied on Young Indians' mental health and social media. Using an instrument effectively determines its effectiveness. Current concerns with

social media regulation must be addressed, especially when limiting access for teens. Youth between 18 and 24 years of age spend 88% of time on social media apps—Youtube, Snap chat, Facebook and Instagram alone have 97.2 million and 69 million users in India from the age group of 18-24 . Continuous use of smartphones promotes exposure to dangerous mental health like behavioral changes, inferiority feelings, and cyber crimes, all of which affect mental health and can lead to problems.

**Ahmed, (2019)** Youths rapidly increasingly use OTT video services outside YouTube after Pandemic situation. In the first five months of the pandemic, social media usage rose 73% while posting activity on Instagram, Facebook, and Twitter rose 45%.

**Shabnoor Siddiqui and Tajinder Singh (2016)** analysed social media's positive and negative effects. Before understanding social media characteristics, people must know what it is. The empirical study found that social media allows people to express their challenges and viewpoints. Social media are computer tools that help people share information, thoughts, photos, videos, and more. The study discusses the positive and negative impact of social networking.

**Khurana N (2015)**, resulted in his study on “The Impact of Social Networking Sites on the Youth” that the youth have understood and determined their own boundaries and have set their own limits as to how and when to use social media irrespective of the positive and negative effects it imparts. The youth today is socially existent but also embody social consciousness.

## OBJECTIVES OF THE STUDY

1. To understand the impacts of media on teens.
2. To examine the impact of high exposure on behavior and mental health.
3. To understand and analyse what youth view in Social Media daily.

## METHODOLOGY

The present study is descriptive in nature and is based on both primary and secondary data. The secondary data is collected from the research articles, Journals, Survey reports, Progress report, dissertations and books. The primary data is collected from the Davanagere and Bangalore cities of state Karnataka with the following objectives. (i) To understand the impacts of media on teens. (ii) To examine the impact of high exposure on behavior and mental health (iii) To understand and analyse what youth view in Social Media daily. The research methodology followed in the present study was descriptive research. A simple random sampling technique is adopted in the paper to select the sample respondents. The source of data is the primary research done by conducting questionnaire and survey of the targeted individuals. The targeted sample size was a total of 100 respondents, 50 respondents from each Bangalore and Davanagere Cities. The present study is irrespective of Class and Caste.

## FINDINGS

**As per the studies the type of media used by youth is as follows:**

Computers, Texting, Facebook, Youtube, Smart phones with apps, ipads, Television, Movies, Video, Games, Tweeting , MySpace, Pinterest.

**Use/ Consumption of Social Media**

- 93% of teens are active users of the internet (60-70% daily)
- 75% of teens own a cellphone
- Teens average over 3000 texts per month (100/day)
- Text messaging has increased most dramatically, along with media multi-tasking

**What Teens do Online**

- The percentage of Internet users, ages 12-17, who do the following online:
- 89% send or read email(Chat)
- 84% go to websites about movies, TV shows, music groups, or sports
- 81% play online games
- 76% go online to get news or information about current events
- 75% send or receive instant messages
- 57% go online to get information about college
- 43% buy online merchandise
- 22% look for information about a health topic that's hard to talk about

**Teen Social-Networking by the Numbers**

- 51% of teens check their sites more than once a day.
- 22% of teens check their site more than 10 times a day.
- 39% of teens have posted something they later regretted.
- 37% of teens have used sites to make fun of other students.
- 25% of teens have created a profile with a false identity.
- 24% of teens have hacked into someone else's social-networking account.
- 13% of teens have posted nude or seminude pictures or videos of themselves or others, online.

**Impact of media types on society**

- Induced fear and phobias
- Media multi-tasking affects attention
- Reality vs. fantasy
- Role models
- Time use

**Impact of high exposure on behavior and mental health**

- Middle schoolers use more media than any other age group (8 hrs., 40 min per day)
- Lower academic achievement, grades
- Lower attachment to school
- Shorter attention spans
- Among youth who report internet harassment victimization and unwanted sexual encounters (sexting), 25% report extreme upset

### Exposure and violence

- Visiting hate and satanic sites are associated with significantly elevated odds of violent behavior perpetration
- Exposure to media violence does not affect all children in the same way • Gender
- Aggressive/ CD youth vs. non
- Physical vs. social aggression

### Types of Bullying

#### Direct Bullying: (more typical of boys)

- Open physical attacks on victim
- Verbal (threats, emotional harm)

#### • Indirect (Relational) Bullying: (more typical of girls)

- Social isolation
- Peer rejection

#### • Cyber bullying/ electronic aggression

- Social network sites, facebook, twitter, email
- Blow down pages→ fake sites created to spread rumors

### CONCLUSION

In this paper we have discussed various positive and negative impacts that today media has on society. We find that major chunk of youth is using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. We also found that media is playing both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the end it's upto the individual and society to decide which ones to use.

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