Topic: A changing perception of social media and its Impact on youth with special reference to Mumbai City.

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**Abstract:**

It is always important to understand and analyse that why the research has to be conducted. There are many different source and scope of doing or conducting research. One of the main reasons is the topic. One of the major reasons is to understand the topic for the research. The main topic that we choose for conducting research is that the topic needs to be a current one and need to have certain impact factor on the society. The main scope for conducting research was towards the social media, as in current scenario social media is having a huge impact on the society. Today lot of people amongst the different age groups are suing social media for various purpose. Amongst the entire population, the major population which uses social media is that of the youth. Youth are extensively using social media for various reasons. The most popular social media amongst the youth is Instagram and then followed by Facebook and You tube. Instagram gives the opportunity for youth to make the reels, Videos and post it amongst their friends which also gives them number of likes and increase their popularity. Through the research it is very important to find it out that social media is playing a very crucial role with respect to the culture and as well as psychological issues. The trend of social media culture is being seen quite popular amongst the youth and as well as it seems that they are drifting apart from the old age traditional culture. Youth now a days are so much engrossed with the social media that they are not devoting specific time to their family members. India is a country, were the family system and the culture are being given an utmost importance so in such cases it becomes very difficult to see the youth forming their own virtual culture. The other important scope for conducting the research is the psychological factors. The psychological factor is considered to be one of the serious issues as youth are easily getting prone to anxiety and depression these days due to social media. Although there may be various factors in analysing that why youth these days are skipping into anxiety and depression but it is also very important to analyse that social media is one of the major causes that are leaving youth skip into serious psychological disorders. Lastly it is important to find till what extend social media has an impact on youth whether in a positive way or in a negative way.

Keywords:

Social Media, Changing perception, Impact on youth.

3.2 **Objective of the Research:**

The main objective of the study is as follows:

1. To understand usability trend and perception on social media among youth.

2. To understand the kind of social media are frequently used as a source of information.

3. To understand the changing notions of social media and how it has turned to be an addiction for youth. Especially with respect to usage of hashtags, social media languages, Image filters, comments and the viewing percentage of the images.

4. To find out till what extent social media affects the family relations and the youth.

5. To apply various issues of bullying with positive and negative impact of social media.

6. To identify to what extent youth are engrossed themselves towards social media.

7. To determine which specific social media platforms are the most popular amongst students.

8. To analyse various activities in which youth is involved while using social media.

**Introduction &History of social media**

1. **Introduction:**

“Social media is not a media. The key is to listen, engage, and build relationships.”**---** **David Alston, author**

The advent of Internet in India saw a major change with respect to telecommunication industry and as well as Information Technology (IT) Industry. The social media which is a current trend among the various population, have a different usage in various ways. Internet has brought in a major change and revolution in the entire world and especially with respect to social media, there is a lot of changes that has been observed in current scenario.

**Types of social media and its niche:**

**Facebook:**

Facebook, American online social network service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company’s headquarters are in Menlo Park, California.

 **LinkedIn:**

LinkedIn is a business oriented social network site launched in the year 2000 in California. Unlike other social networks such as Facebook and Myspace, which are often purely recreational, LinkedIn emphasizes a user’s professional connections. Users create profile pages that have a structure similar to a résumé, in that users can summarize their career, advertise their particular skills, and list their education and employment history. Connections are formed between users when one accepts an invitation from another to join his or her network. LinkedIn allows users to further their careers by searching for jobs, finding connections (even at third hand) at a particular company, and receiving recommendations from other users. Membership is free; however, with payment for premium service, users can receive more profiles in their search results and see full profiles of any LinkedIn user.

**WhatsApp:**

Brian Acton and Jan Koum founded WhatsApp in 2009 after they left their job at Yahoo! the start-up story began when they left their job to travel around the world. But soon, their savings started to sink, and they had to apply for a job on Facebook, which didn’t work out as planned as well. They were quite disappointed, but this failure led them to start a new life journey – WhatsApp.

**Instagram:**

The story of Instagram’s explosive rise reads like a Silicon Valley fairy tale, with the company gaining staggering momentum within just a few short months. The photo and video-sharing social media application took only eight weeks for software engineers to develop before it was launched on Apple’s mobile operating system in October 2010. In less than two years, Facebook (META) had acquired the company for $1 billion in cash and stock.

**Snapchat:**

Snapchat CEO and co-founder Evan Spiegel wrote this in the first post on the Snap Inc. -- then Snapchat -- blog back in 2012, when users could only send photos, and only on iOS devices. Since Spiegel's blog post, Snapchat has already had a huge impact on social media and content marketing. Ephemeral, or disappearing, messaging has skyrocketed in popularity since Snapchat was introduced. In fact, since Snapchat's arrival to the social media scene, Facebook and Instagram have launched their own versions of some of Snapchat's most popular features. We've predicted that competition will continue to grow between Snapchat and other popular social networking apps as all the landscape continues to innovate new products to distinguish from one another.

**Twitter:**

Twitter, online microblogging service that distributes short messages of no more than 280 characters—called tweets—and that was influential in shaping politics and culture in the early 21st century. A user types a tweet and sends it to Twitter’s server, which relays it to a list of other users (known as followers) who have signed up to receive the sender’s messages. In addition, users can elect to track specific topics by clicking on hashtags (e.g., #movies), creating a dialogue of sorts and pushing the number of followers in a given Twitter feed into the millions.

**Telegram:**

Telegram Messenger is a messaging service which lets its users send each other messages, photos, videos and documents (all file types are supported). The client applications are open source and the server is proprietary software (closed source). It is based in Dubai in the United Arab Emirates.

**You Tube:**

YouTube is a global online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google, and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute. Google discontinued the YouTube messaging function in October 2019.

**Review of Literature:**

The Impact of social media on Society

This paper, the researcher Amedie J (2015) in his research paper “The impact of social media on society”, mainly focuses on how social media is playing an important role in impacting various walks of life such as society, culture and economics. Social media is a media which plays an important role in bridging the gap with all the countries. It mainly tries to focus on the relationships with the family members and targeting social media which encourages criminal activities among the users. It also highlights the positive aspects of social media among the users. It gives platform to work upon on their communicative skills and improve upon their grammatical skills. It mainly talks about the psychological factors such as depression, anxiety and many other issues. The gap that is being seen over here is that the researcher has only spoke about the negative aspect of social media and it is being presented in a much general manner as this was much more of a qualitative manner than compare to quantitative.

Negative impact of social media panic during the COVID-19 outbreak in India

This paper the researchers Kadam A.B & Atre , focuses on the negative impact of social media and played a very crucial role about spreading awareness about covid-19. The paper published by the researcher’s Negative impact of social media panic during the COVID-19 outbreak in India. *Journal of travel medicine*, *27*(3), focuses on the kind of awareness that was seen by using social media was showcasing of fake news. As there were no proper information that was being provided to the users about Covid-19 and due to which it also created a lot of confusion. Also, lot of fake information was being provided with the usage of medicines and not following a proper protocol and lot of homemade remedial medicines were being provided due to which lot of chaos took place. The main research gap that was being seen is that the researcher had focused on the negative impact of social media on the society during the covid era.

Impact of social media on academic performance and interpersonal relation: A cross-sectional study among students at a tertiary medical centre in East India

 The research paper published by the researchers Lahiry, S., Choudhury, S., Chatterjee, S., & Hazra focuses on how social media is playing an important role on the academic performance of medical students and how it has helped in improving the interpersonal relationships among the students. In the research paper, Impact of social media on academic performance and interpersonal relation: a cross-sectional study among students at a tertiary medical centre in East India. *Journal of education and health promotion,* the method that is being used is a cross sectional study and 650 students were chosen for the survey purpose. The student chosen was also from the medical background and it left an impact of both positive and negative with respect to improving the interpersonal relationships among the friends. The researcher mainly focused upon on the social media with particular to Facebook than compare to any other social media. The research gap that was seen that of the geographical area.

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| The impact of social media on business growth and performance in India |

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This paper mainly talks about the social media and how it is being playing an important role in the early evolution. It also talks about the social media playing an important role in generating the business and spreading awareness about the various companies and products to the consumers. In current scenario, the social media is playing an important role in expanding and the growth of business on a positive note. The main research gap that was seen over here is that how social media had evolved as an important medium for the growth of the business and has been highlighted on a positive note.

Social Media its Impact with Positive and Negative Aspects

This research paper focuses on how social media is having an impact on all the sectors including educational, business and also in society. It also mainly talks about till what kind of impact on the youngsters. It also focused on the impact technology will be having on students, irrespective being positive and negative both. Here there is no survey is being conducted to know about till what extent social media is creating an impact on youth.

Impact of social media advertisements on the transmission dynamics of COVID-19 pandemic in India.

This research paper talks about the impact of social media advertisements and how they are coping up with the pandemic situation. Here the social media advertisement is playing a role about creating an awareness about the covid-19 situation in India. It also focuses on how the social media advertisements had an impact on the international countries. The methodology that is being used is a mathematical model for dynamics considering the overall population in general. The main research gap that is being seen over here is that there is no major impact that is being seen over here especially among the youth.

Social Media Usage: Positive and Negative Effects on the Life Style of Indian Youth.

This research paper mainly talks about how social media is having a positive and negative impact on youth in the current scenario. Especially it focuses on the lifestyle of the youth which had gone through a major change amongst the youth. Now a days are too much dependent on social media and it is overpowering the lifestyles to a major extent. The exploartory method of survey is being used and a frequent question were asked from youth about the usage of social media. It is being observed that social media is having a negative impact on the youth and major care need to be taken by the parents.

 Impact of Social Networking Sites (SNS) on The Youth of India

The research paper focused on whether the social media is considered to be a boon or curse and how youngsters are getting glued up to the social media very often. It also tries to highlight the positive as well as the negative impact on the youth. Although the paper also covered both the positive as well as negative side of social media, it also talked about the cases which was being highlighted by social media to a major extent.

Impact of Social Networking Sites on Indian Youth: Boon or Bane

This paper talks about whether the social media is considered to be a boon or bane for the youth. Although both are being covered which includes positive as well as negative sides of social media on youth. The impact factor may tend to depend on how much and till what extent social media is being used by the youngsters. It also highlighted about the pros and cons of social media especially among the students as it may have an effect on the academic performance.

 The Impact of Social Networking Websites on the Education of Youth

Kuppuswamy, S., & Narayan, P. S. (2010), published the research paper, The impact of social networking websites on the education of youth mainly talks about how social media is having an impact of social media on youth and how it is affecting them with respect to their education. It also highlights that excessive use of social media leads to distraction in their studies. Although they also highlight the positive aspect of social media on education as it helps in providing lot of information and helping students with respect to education. The research paper mainly highlights on only one sector that is education and not on all other aspects.

 Effect of Social Networking Sites on the Quality of Life of College Students: A Cross-Sectional Study from a City in North India.

Saini, N., Sangwan, G., Verma, M., Kohli, A., Kaur, M., & Lakshmi, P. V. M. (2020), published the research paper on the topic, Effect of social networking sites on the quality of life of college students: a cross-sectional study from a city in north India, focuses on the impact of social media on the youth in majority part of North-India. The survey method used was a cross-sectional study and the sample size was taken that of a college students and how social media is having an impact on the life style of the youth. When we talk with respect to the study it mainly talks about how the impact of social media will have a major effect with respect to the geographical area also.

 Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India: An Empirical Study.

D’silva, B., Bhuptani, R., Menon, S., & D’Silva, S. (2011, March), wrote a paper published on the Influence of social media marketing on brand choice behaviour among youth in India: an empirical study, focused on how social media is playing an important role with respect to the brand choice and behaviour. The marketing concept is although an old one but social media marketing is getting quite popular among the youth. Through the empirical study, the researcher focused on the influence of social media among the youth and that too in a positive way.

The Impact of Social Media on Online Purchasing Behaviour of Consumers: An Empirical Study of Youth in West Bengal, India.

Maity, R., & Sandhu, S. K. (2021), wrote the paper on “The Impact of social media on Online Purchasing Behaviour of Consumers: An Empirical Study of Youth in West Bengal, India”, which focuses on the impact of social media on the purchasing behaviour among the consumers. The major shift that was seen with increase to purchase decision was during the pandemic. Although online shopping trend started way back when internet hit India but during that time, many consumers were old school based and was not much more interested in online media shopping or e-shopping. The research is completely based on the online purchasing and how it affects them psychologically. The pilot test was used to understand the psychological behaviour of the consumers.

Impact of Social Networking on College Students: A Comparative Study in India and the Netherlands

Kanagavel, R., & Velayutham, C. (2010), the researcher who wrote a research paper on the topic), “Impact of social networking on college students: a comparative study in India”, mainly focused on how social media is having an impact of social media on the college students of Chennai and how these students use social media and a comparative study was made stating between the two countries that is India and Netherland. One of the main changes that is being seen is the socio- cultural differences among the students and the second one is the demographic differences which includes place.

 The Usage of Social Networking sites Among the College Students in India

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Manjunatha, S. (2013), the research scholar focused on his research paper named, “The usage of social networking sites among the college students in India”, which throws light on how the usage of social media or popularly known as SNS is having an impact on college students all over India. The usage of social media by the college students will always differ among the students and all students have their own purpose behind using the social media.

IMPACT OF SOCIAL NETWORKING SITES(SNS) ON THE YOUTH OF INDIA : A BIRD'S EYE VIEW

Sachdev, R. (2014), the researcher mainly talks about the impact of social media on youth through her paper, “Impact of social networking sites (SNS) on the youth of India: A bird’s eye view.” Talks about how social media gets into the addiction mode for the youngsters especially when once they enter or open an account on social media or once they start getting hang of it, then it becomes very difficult for these users to come out of it. Although there are some youths who use social media in a much more effective manner. By excessive use of social media, there is always a negative impact on the youth which is always a major concern among the population.

 **Impact of social media on Youth**

As social beings, humans inherently have a need for belonging and social acceptance, and social media often becomes a tool for validation.

Social media has become a daily habit in most people’s lives. Individuals across different age groups use social media platforms like Facebook, Instagram, YouTube and Twitter for communication and networking, and Indians spend approximately 2.4 hours of a day on social media alone. Young individuals aged 18-24 years spend excessive time on these applications – with Facebook and Instagram having 97.2 million and 69 million users from this age group alone in India, clearly showcasing growing dependency on social media. The constant use leads to exposure to risky content, changes in behavioral patterns, feeling of inferiority and even cyberbullying, resulting in grave mental health challenges and illnesses.

The discussion on mental health in India is not addressed seriously, and faces stigma and neglect. While challenges faced by the youth are manifold, there is an underlying practice of brushing issues under the carpet, inability to voice opinions and seek support, leading to grave personal issues. According to UNICEF, 1 in 7 Indians aged 15 to 24 years feel depressed. Depression is linked to lack of self-esteem, poor concentration and other maladaptive symptoms, and can lead to difficulties in communication, failure to work or study productively, amplified risk of substance use and abuse, as well as suicidal thoughts. One of the key risk factors for these prevalent rates of depression is social media.

As social beings, humans inherently have a need for belonging and social acceptance, and social media often becomes a tool for validation. The number of likes one’s posts or images garners becomes a quantitative measure for many, in relation to their looks, intelligence, and even extends to their worth as a person.

**The relevance of social media in contemporary era:**

When various types of social media came into various parts of the world, the motives were very different. Each and every social media has its uniqueness and it caters to its niche audience. Although the time have changed drastically, where the relevance of social media has changed drastically. If we talk about various social media such as WhatsApp, Facebook, Twitter and many more has its own pros and cons that is being attached to it. Here the main important point is different people of different age group use social media the way they want. Today all social media caters towards two important things, which one is providing information and communication. With respect to information, social media never leaves any stones unturned as it provides information by just click of a button. In current scenario, the flow of information among the users is to taken into consideration. It is quite important to understand what kind of information is going through the users and how the users perceive it. The information that is being viewed in social media is considered to be very important. Social media such as Facebook and WhatsApp have made lot of modification and also added many new features to keep the users attracted to it. The content in social media plays a very important role as what kind of content or information that need to be posted plays an important role. In all type of social media how the communication takes place also plays a crucial role. With the recent trends of 5G technology and various types of smart phones available in the market, has made the mode of communication around the globe quite easier. The flow of information and communication has been considered to be an integral part in any form of media, whether it may be Print, Broadcast and new age media.

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