



---

## **THE EFFECTS OF SOCIAL MEDIA ON YOUNG GENERATION**

**Dr. Priyanka,  
Assistant Professor, Psychology,  
Government Girls P.G. College,  
Magra Punjala, Jodhpur, Rajasthan.**

### **ABSTRACT**

Social media use is the most common habit of today's young generation. Social networking sites like Facebook, Snapchat, Instagram, TikTok, Myspace, Twitter, Rediff, WhatsApp and YouTube provides youth with a portal for entertainment and communication. There has been rapid growth in social media in recent years. Social websites connects the youth to the world of ideas and possibilities. It also help youth to boost their confidence and creativity. Social media has become a medium to create influence within the community. It exposes them to important topics not only within their own community but around the world. Young generation is over utilizing social media. Without social media they cannot think about the direction of their growth. This dependency of youth on social media is leading them to addiction. However, although social media has a positive impact on the young generation, it also causes negative impacts upon them. For present generation the usage and influence of social media has become a critical issue of concern. This study highlights various aspect of social media with its positive and negative effects on the life of the youth. More importantly, the study reflected that social media causes massive challenges on the physical and mental well being of young generation and their privacies. By sampling various websites and articles, this study aimed to more objectively and clearly reflect the in-depth impact of social media on young generation. The practical significance of social media research is to further understand the problem of the impact of the Internet on young people, and to solve it as much as possible, so as to enhance the quality of life of young generation and avoid addiction and other risk.

**KEYWORDS:** Social Media, Young generation, Positive impact, Negative impact, Addiction.

### **INTRODUCTION**

Social media plays an important role in peoples life. It is a necessary source of communication as well as interaction. It provides a platform where people can exchange ideas, connect, relate, seek advice, and offer guidance. As the internet expands, social media is also seen as an important driver of change. Social media is the title used to refers to the various internet-based networks that enable users to interact with others, verbally and visually (Carr & Hayes, 2015). Singh, 2021 referred that mass media as a means of communication that operates on a large scale, reaching and involving virtually everyone in the society to a greater or lesser degree. Social media is any digital tool that allows users to share and create content promptly with the public . A wide range of apps and websites such as Snapchat, Facebook, WhataApp, Instagram and TikTok is built for sharing of photos and videos. All these social media apps effects our personal life and blown up our culture, economy, and well being. Social media influence almost every aspect of people lives by providing instant many-



to-many communication and self-expression. Recent research suggests strong negative and positive impacts of social media exposure on youngsters' mental health. However, there has been more emphasis on harmful relationships. It is discussed that on one side social media platforms can offer opportunities for positive influence, personal expression, and social support which builds positive mental health among youth. On the other side its negative effects leads to insomnia, social isolation, cyber-bullying, Internet addiction, low self-esteem, decrease in daily activity, decrease in concentration among youth. Social media is known as a great social networking tool, its evils in the society also cannot be ignored. Young generation are especially vulnerable to potential harm from its use.

### **POSITIVE IMPACT OF SOCIAL NETWORKING SITES ON YOUTH**

Across the age group, all most each member of any age level is engaged in social media. Social media's significance in a user's life has enhanced dramatically over the past decade. It is used increasingly amongst youth. Teenagers and social media are inseparable from each other. Young generation of today come into contact with various groups other than those in school through the mass media. Youngsters use social media in large numbers. A Pew Research Centre survey (2015) found that at least 92% of teenagers are active on social media. social media platform, such as YouTube, Facebook, Instagram or Snapchat. Lenhart, Smith, Anderson, Duggan, and Perrin (2015) reported that the 13–17 age group is particularly heavy users of social media, with 87% having access to a computer, and 58% to a tablet device. Almost three-quarters of teenagers aged from 15 to 17 use a smartphone, and 68% of those aged 13 to 14 (Pew Research Centre, 2015). Social media help youth to boost their confidence and creativity and connects them to the world of ideas and possibilities. Social media has become a medium to create influence within the community. It exposes them to important topics not only within their own community but around the world. Social media can be used to motivate and inspire young people to adopt healthy behaviours. Positive role models are also available for youngsters on social networking sites. Young age is the most crucial period of human life. Various biological, psychological and social changes occur at this age due to the same there, young people are trying to figure out their identity and where they fit in the world through social media. Youth can use social media to understand and learn identity development skills. According to the result of one study people who share their thoughts on social website's are happier.

Social connection is an important factor for the psychological development of child and in present scenario, the online environment is the platform where they get a lot of this. By connecting with others through social media, help teenagers to develop better social skills, feel less isolated, bond with their friends learn about new cultural and societal ideas and issues. Social media also helps them have fun, be creative, and share their thoughts and ideas exchange with friends and become better citizens in society, develop world skills that will help them to have freedom and understand world and current events beyond their current environment. Social networking websites such as Facebook, YouTube, Instagram, and



Snapchat offer teens many ways to connect with others, express creativity, and self-regulate through images, text, video, or audio(Chou et.al, 2009). In addition, it also helped teens feel more connected and not as lonely during the pandemic. Vaingankar et.al (2022) in their study revealed social media's role in the lives of today's teenagers and indicate that they can offer opportunities for positive influence, personal expression, and social support which provide positive mental health among youth.

## **NEGATIVE IMPACT OF SOCIAL NETWORKING SITES ON YOUTH**

Social media effects the way of interction among people and the networking content results in negative outcomes which have long-term consequences. As with any social interaction, there are risks in social media. Some of the most common risks are-spending too much time online and being disconnected from the real world, being the victim of online bullying,damaging online reputation,having personal information shared online and being harassed or annoyed by someone. All these common factors leads to decline of mental health in youth. However, Internet use and excessive social engagement are associated with cyberbullying, isolation, anxiety, and depression. Regular exposure to social media is also associated with harmful behaviors that can lead to mental illness, such as substance abuse, self-harm, and suicide (Espinoza G,& Juvonen J.2011). Despite many explanations for the negative impact of social media on mental health, recent research is mixed. For example, one review ( Robinson J, 2017) shows that some aspects of social interaction, such as suicide prevention and self-actualization, are associated with autism in young children (Best P, 2014).

Whether social media reducing the happiness of young people or its bad for youth. This has become a controversial issue regarding the impact of social interactions on teenagers, and research has shown mixed results. Nearly half of the 1,500 teens surveyed said social media helped them get support and advice and reduce stress, according to Common Sense. The media has recently reported on the impact of social media on young people, helping them express themselves and live creatively. It is a easy to connect with friends and family. 43% say using social media makes them feel better when they are stressed, anxious or stressed. 52% of LGBTQ youth say social relationships better help them work through these difficult feelings. On the other hand, the report also shows a link between relationships and teenage depression. Teens with mild symptoms of depression are almost twice as likely to say they use social media almost regularly: One-third of teens with reported depression use social media, compared with 18% of teens who are not depressed. Additionally, the more severe their symptoms, the more anxious, lonely, and depressed they feel after using social media. It seems like social media doesn't help teens who are already depressed and seems to make their negative feelings worse.

Teenagers stay up late and keep browsing social media and consequently they have inadequate sleep symptoms. They lack exercise as Scrolling through social media on their devices means teens are spending more time sitting and less time sitting. Therefore, they

---



forget the positive effects of exercise on their brains. According to a study published in *The Lancet*, 27% of young people who regularly use social media report mental stress. Only 17% of teens who used social media less reported mental stress. Social media also a cause of depression experienced by young people. A survey of teens in the United States shows that symptoms of depression and suicide among teens increased significantly between 2010 and 2015, especially among women.

Some researchers predict that the increase in social media and screen use over the years may be responsible for these changes. Teens surveyed who spent more time on social media sites were more likely to report mental health problems. People who spend a lot of time in real life, such as face-to-face meetings, sports, exercise, household chores, and print media, are less likely to report these problems. Over the years, this theory has been confirmed by many studies linking young people's social media use with depression. These studies show that there is a relationship between young people's frequency of social media use and their mental health. Twenge JM et.al, (2018) in their study found that children ages 14 to 17 used social media for seven hours a day in the past year, were diagnosed with depression, were being treated by a therapist for a mental illness, or had a mental or behavioral disorder. The problem is more than double the need to take medication for the problem. Compare this to someone who only uses a screen for an hour a day. It can be concluded that media is the most powerful tool to control childhood and adulthood.

## CONCLUSION

The general purpose of this review was to analyze impact of social media on young generation, who are the future power of every society as well as the country. The entire content of this study included explanations and discussions of previous research articles on social media and its impact on young people. It has been proven that youth are the most vulnerable group in our society, benefiting and harming in one way or another from social websites such as Facebook, Twitter, Instagram. This study explained the advantages and disadvantages of social media among teenagers. The result of this study established the fact that despite some advantages of social media, social media is a big issue to consider for physical and mental well being of teenagers. This research suggested that some specific recommendations and suggestions are required to resolve the negative impact of social media on youngsters. Therefore, the author believes that in order to enhance the positive influence of social media on youth, it should be effectively managed and controlled.

## REFERENCES

1. Best P, Manktelow R, Taylor B.,(2014). Online communication, social media and adolescent wellbeing: A systematic narrative review. *Children and Youth Services Review* ;41:27–36. doi: 10.1016/j.childyouth.2014.03.001.



2. Carr, C. T., & Hayes, R. A.,(2015). Social media: defining, developing, and divining. *Atlantic Journal of Communication*, 23(1), 46–65.
3. Chou WS, Hunt YM, Beckjord EB, Moser RP, Hesse BW.,(2009).Social media use in the United States: implications for health communication. *J Med Internet Res* ;11(4):e48. doi: 10.2196/jmir.1249. <https://www.jmir.org/2009/4/e48/> v11i4e48
4. Drishti IAS,(2021).Social Media and Youth.Www.Drishtias.Com. <https://www.drishtias.com/daily-updates/dailynews-editorials/social-media-and-youth>,
5. Espinoza G, Juvonen J.,(2011).The pervasiveness, connectedness, and intrusiveness of social network site use among young adolescents. *CyberpsycholBehavSocNetw* .;14(12):705–9. doi: 10.1089/cyber.2010.0492.
6. Lenhart, A., Smith, A., Anderson, M., Duggan, M., & Perrin, A.,(2015). Teens, technology and friendships. Retrieved from <http://www.pewinternet.org/2015/08/06/teens-technology-and-friendships/> [Google Scholar]
7. Pew Research Centre (2015). Teens, social media & technology overview. Retrieved from <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/> [Google Scholar]
8. Robinson J, Bailey E, Hetrick S, Paix S, O'Donnell M, Cox G, Ftanou M, Skehan J.,(2017).Developing Social Media-Based Suicide Prevention Messages in Partnership With Young People: Exploratory Study. *JMIR Mental Health*;4(4):e40. doi: 10.2196/mental.7847. <https://mental.jmir.org/2017/4/e40/> v4i4e40 [PMC free article] [PubMed] [CrossRef] [Google Scholar]
9. Singh, A.,(2021). Positive & Negative Effect Of Social Media On Education.[online] The Asian School. Available at: <https://www.theasianschool.net/blog/positive-negative-effect-of-social-media-on-education>.
10. Twenge JM, Campbell WK.,(2018).Associations between screen time and lower psychological well-being among children and adolescents: Evidence from a population-based study. *Prev Med Rep* .;12:271283. doi: 10.1016/j.pmedr.2018.10.003. PMID: 30406005; PMCID: PMC6214874.
11. Vaingankar JA, van Dam RM, Samari E, Chang S, Seow E, Chua YC, Luo N, Verma S, Subramaniam M.,(2022). Social Media-Driven Routes to Positive Mental Health Among Youth: Qualitative Enquiry and Concept Mapping Study. *JMIR Pediatr Parent* .;5(1):e32758. doi: 10.2196/32758. PMID: 35254285; PMCID: PMC8933808.