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EFFECT OF SOCIAL MEDIA ON YOUTH - A COMPARATIVE STUDY OF URBAN AND RURAL AREAS

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Abstract

Adolescents are the most profuse users of any new technology and so the social media networks. Several studies proved that this group spends considerable time and is easily affected by its adversities.

Due to recent Pandemic COVID -19, the use of social media increased tremendously. With the advent of new academic year, as of restrictions on moving out, many educational institutions are conducting online classes. Hence the debate on children and youth using the electronic devices came into light again. Under this scenario, a survey is conducted on the youth how they are being affected by the social networks. This paper focussed on the practical effects of social media on youth and analysed their opinions.

Keywords: Adolescents, Pandemic, Focused, Social Media, Network.

Introduction

Communication plays a very important role in the human relations. Besides share of thoughts, it develops positive human relations and expands one's own knowledge. The importance of group communication increased with the raise of Communication revolution. This responsibility was taken up by the radio and Television in the last half of the 20th century, which were replaced by the Mobile phone and Internet in the early 21st century. With the intensive use of personal computer, Tablet and Smartphone, many social media platforms like FACE BOOK, LINKEDIN, WATSAPP etc gained importance and became the leaders of group communication. Several studies proved that 90 percent college children are active in using these social media platforms for various reasons like the affordability of laptop, ipod and smartphones, increase in network connection, accessibility of internet at lower price and so on.

School and College teachers share the study material, academic information, suggestions on the student career through these media, that are helpful in increasing the quality of Group study. These are the better tools for conducting paperless online assignments and examinations. However, there is debate that this media is diverting the attention of the student from classroom and also lessening the human touch in among teacher and student. Social media also influences students positively to understand human behaviours and negatively become selfish and fanatic. Hacking of personal data, negative campaigning of some news and facts also damaging the charisma of this media. Due to recent Pandemic COVID -19, the use of social media increased tremendously and so the youth. with the advent of new academic year, as of restriction on moving out, many educational institutions are conducting online classes.

Positive effects of Social Media

Any technology is like a weapon and can be used both for boon or curse. The following are some of the hopes regarding social media networks.

Social media connects the people internationally and so views of innumerable persons can be shared. The likeminded can come together to raise voice against the issues. Sometimes they may lead to a positive change of the society. One such incident in India is the pass of Nirbhaya-criminal law (amendment) Act – 2013. This act came into force as crores of Facebook users raised voice collectively against the brutal murder of Nirbhaya in New Delhi.

Not only during the Lockdown in post COVID-19, but also before that many universities engaging their students through online for teaching, testing and evaluation. There are many online academic content providers in India for students as well as job aspirants. The testing agencies are slowly moving from offline evaluation to online. Study material and career related content is shared by the teachers through these platforms.

1 <https://www.researchgate.net/deref/http%3A%2F%2Fwww.researchgate.net%2F>



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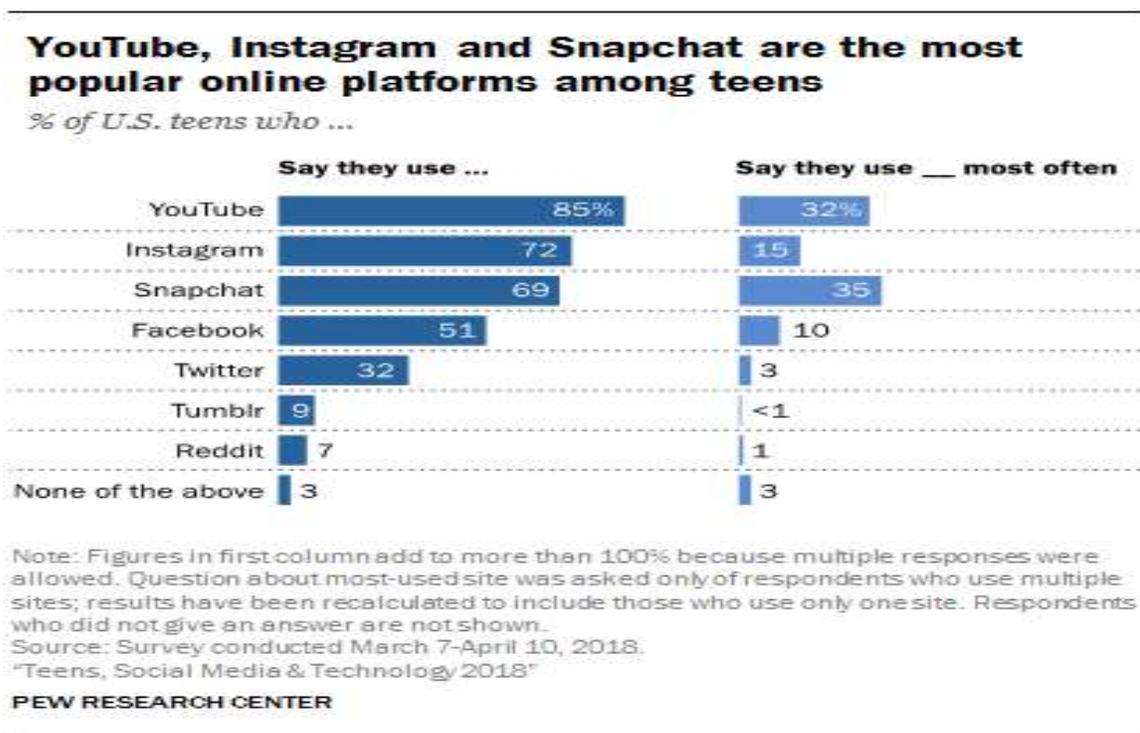
Social media sometimes help the needy. With the nationwide lockdown imposed in India due to the coronavirus outbreak, the families of daily wage earners, labourers, waiters, taxi and autorickshaw drivers, and others who depend on their everyday earnings for survival have been severely affected. In the Corona stricken world, social media is helping people come together to reach out to various organizations pan India and even establish new ones to feed the hungry. 2

With the dawn of social networks like FACEBOOK, TWITTER and WATSAPP, we are able to get updates of the news and business. It increases the leverage of the business and government. 3

A September 2010 International Association of Chiefs of Police (IACP) survey revealed that 81percent of judiciary agencies use social media. Similarly, 62percent use tools like Facebook in criminal investigations and crime prevention.

Negative effects of Social Media

Cyberbullying or cyber harassment is a form of bullying or harassment using electronic means. For both individuals and organizations, the experience of cyberbullying has also been linked to a host of negative outcomes such as anxiety, depression, substance abuse, sleeping and eating disorders, and decreased academic performance4. In a survey conducted in UAE, 91 percent of the students agreed to be the victims of cyberbullying with Instagram (55.5% and Facebook (38%)5. Psychologists warn that overuse of social media leads to addiction which may cause fatigue, depression and other health problem among the youth. A survey conducted by Pew research centre reveals the use of social media by the youth with the following data.6



2 Hindustan Times, the power of social media: Strangers across India connect to help the needy, June 11, 2020

3 Jackson Kushner(2020). The role of social media during a pandemic. Industry Trends. Mar 25

4 Beran & Li, 2008; Mitchell et al., 2007; Privitera & Campbell, 2009; Ybarra et al., 2007

5 Abaido, G. M. (2020). Cyberbullying on social media platforms among university students in the United Arab Emirates. International Journal of Adolescence and Youth, 25(1), 407-420.

6 Valenzuela, S., Arriagada, A., & Scherman, A. (2012). The social media basis of youth protest behavior: The case of Chile. Journal of communication, 62(2), 299-314.



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A survey conducted by V6 channels reveals that 70 percent of Indian youth use Internet, 40percent use Skype and 27 percent Twitter. 89 percent of them joined these with parents’ permission. The children below the age of 12 spend 2 hours a day on an average on internet. The highest users of WhatsApp are Indians.

Methodology and Review of Literature

I. Statement of the problem

Providing a mobile phone or Tablet or Computer to the children became a necessity to the parents in the today’s world. Due to COVID -19 lockdown many schools and colleges are conducting online classes and so the use of these devices became mandatory. There is a restriction to the children below 13 years age to open accounts in social media, the students do these with mentioning fake age. As most of the parents don’t know what they are doing with the cell phone, the children are being addicted to the social networking. Hence to know and understand how the youth are using these networks this survery is taken up.

II. Objectives of the Project

- To analyse the positive and negative effects of social media on youth.
- To observe the utilisation of social media in the sample areas.
- To give suggestions for the best utilisation of the social media

III. Methodology

1. **Collection of Data:** To collect data both primary and secondary sources were used. The secondary data was used to collect the details of surveys conducted. Various Journals, newspapers, magazines etc., were used for the secondary sources. The primary source of data was used to know how the youth are using the social media in the sample areas by distributing a structured questionnaire.
2. **Sample:** To conduct the survey 100 youth from a village (Laxmidevipalli) and 100 youth from a town (Paloncha) from Bhadradri Kothagudem district of Telangana state are selected.
3. **Sampling Method:** There are 5 major towns in the Bhadradri Kothagudem district and out of them Paloncha was selected and similarly a village called laxmidevipally was selected representing the rural areas in the Cluster sampling method.
4. **Data Analysis and Tools:** The tools used for data analysis are the percentages. Various items taken are shown in as percentage to the sample taken.

5. Data Analysis

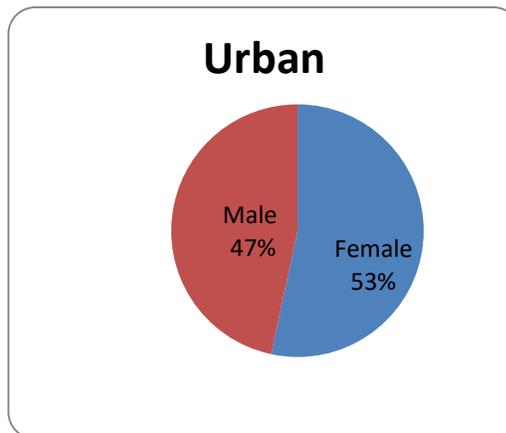
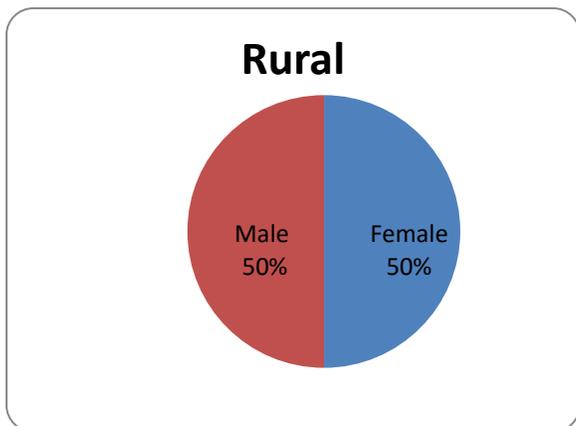
2. Gender						
	rural	percentage	urban	percentage	Total	percentage
Female	50	50	53	53	103	52
Male	50	50	47	47	97	48
Total	100	100	100	100	200	100



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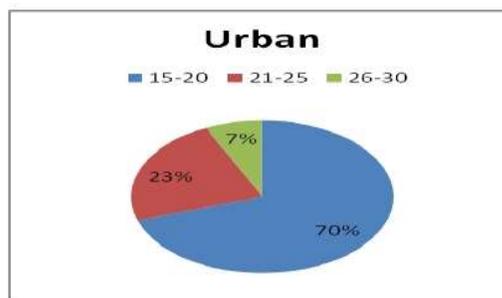
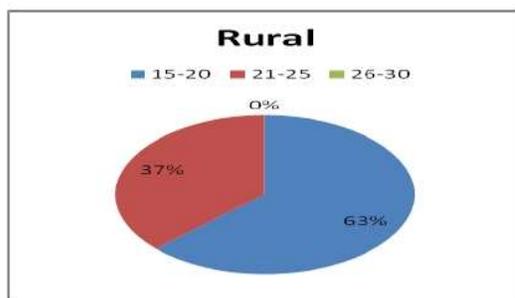


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From the rural area selected 50 percentage are the men and 50 percentage are the women and from the urban area 53 percent are women and 47 percent are men.

3. Age	Rural	percentage	Urban	percentage
15-20	63	63	70	70
21-25	37	37	23	23
26-30	0	0	07	7
Total	100	100	100	100





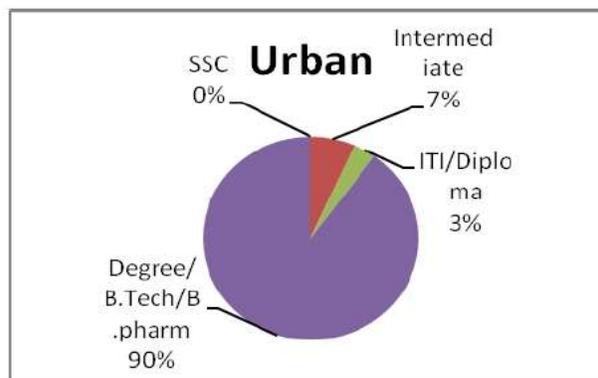
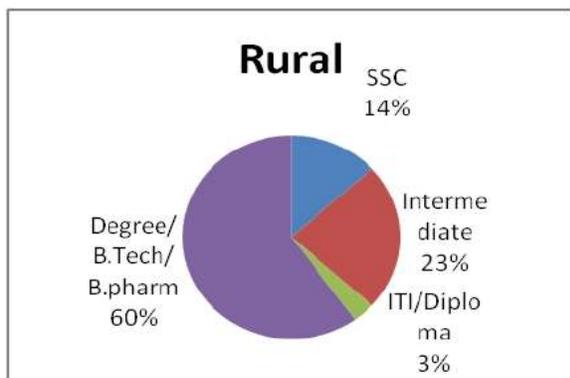
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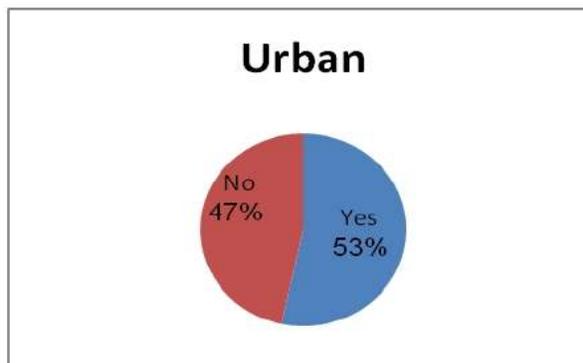
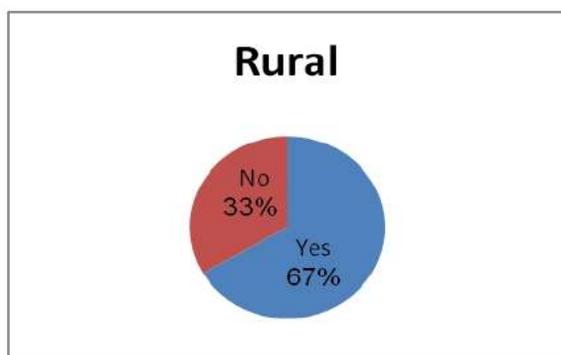
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From Laxmidevi pally village 63percent are of 15-20 age, 37 percent are of 21-25 age and from paloncha town 70 percent are of 15-20 age and 23 percent are of 21-25 age.

4. Educational qualification	Rural	percentage	Urban	percentage
SSC	13	13	0	0
Intermediate	23	23	7	7
ITI/Diploma	4	4	3	3
Degree/B.Tech/B.pharm	60	60	90	90
Total	100	100	100	100



5. Are you a member of any social media network?				
	Rural	percentage	Urban	percentage
Yes	67	67	53	53
No	33	33	47	47
	100	100	100	100



67 percent of youth from the rural and 53 percent from the urban have social media network accounts.

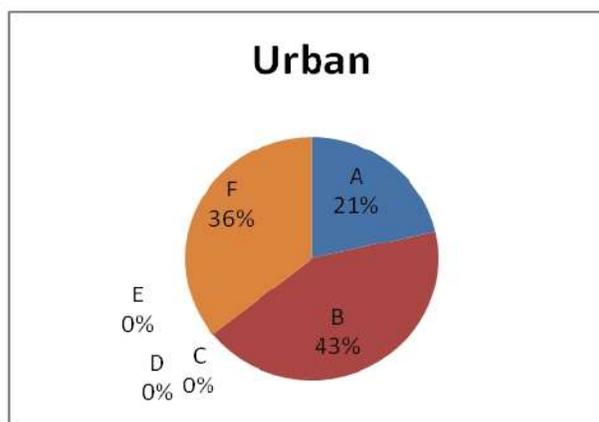
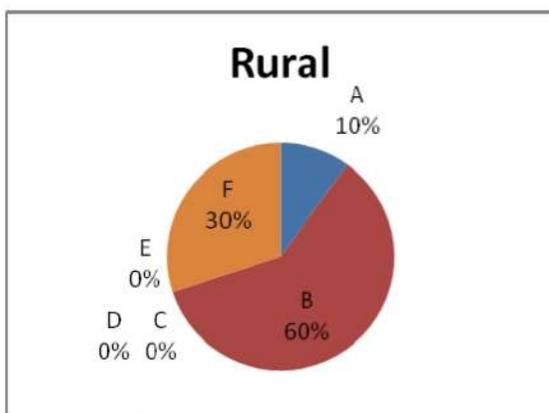


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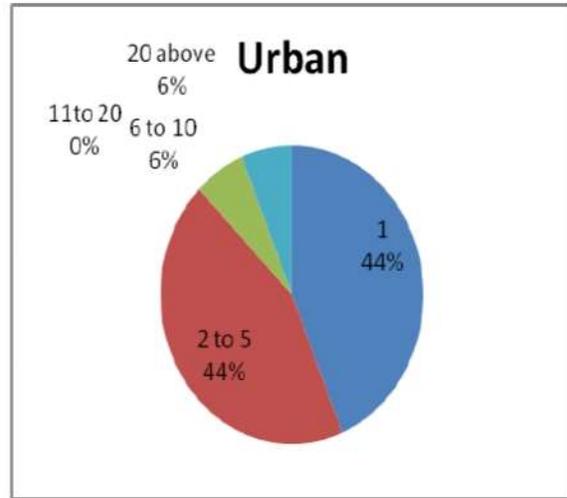
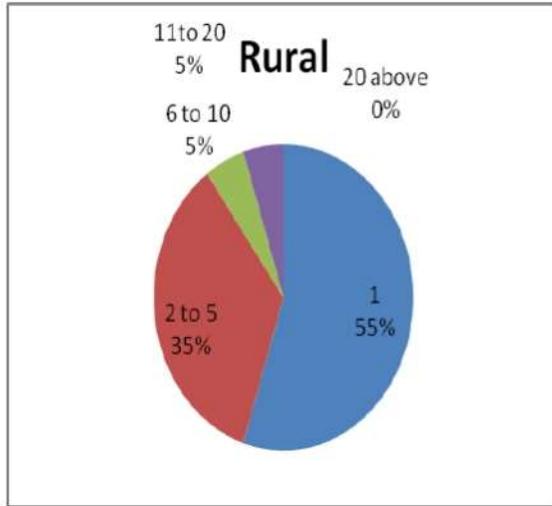
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6. If No, what is the reason				
	Rural	percentage	Urban	percentage
A	3	10	9	21
B	18	60	20	43
C	0	0	0	0
D	0	0	0	0
E	0	0	0	0
F	9		18	36
Total	33	33	47	100

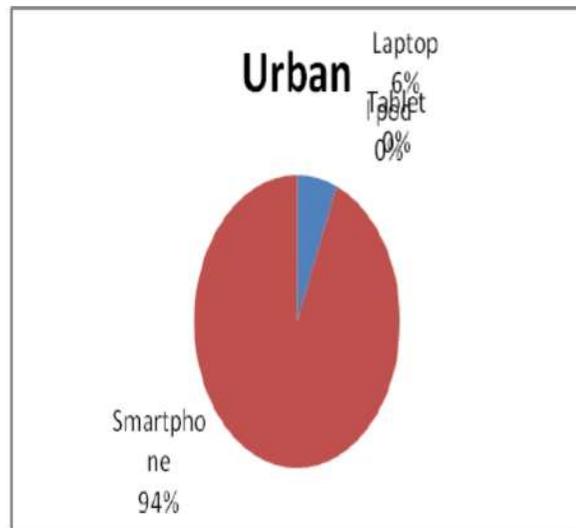
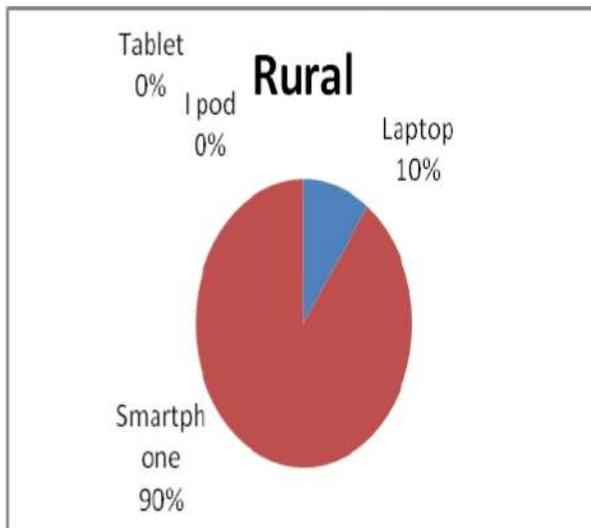


10 percent of the respondents those do not have the accounts in villages and 21 percent from urban said that they donot know the social media. 60 percent from the rural and 43 percent of the urban youth said that they have no interest in social media networks. The remaining youth donot have accounts because they don't have devices to use them.

7. In how many groups and sites you are the member?				
	Rural	percentage	Urban	percentage
1	34	55	26	50
2 to 5	22	35	18	35
6 to 10	6	10	8	1
11to 20	5	10	1	2
20 above	0	0	0	0
Total	67	100	53	100



8. Which Electronic device is used by you?				
	Rural	percentage	Urban	percentage
Laptop	7	10	3	6
Smartphone	60	90	50	94
I pod	0	0	0	0
Tablet	0	0	0	0
Total	67	100	53	100



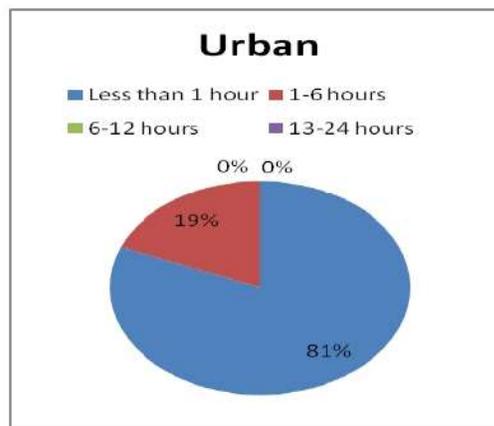
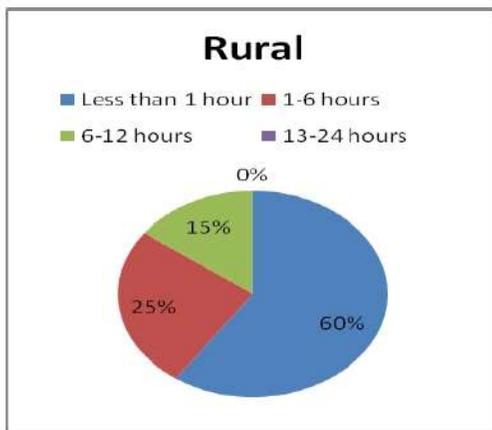


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9. How much time on an average you spend on social media?				
	Rural	percentage	Urban	percentage
Less than 1 hour	40	60	43	81
1-6 hours	17	25	10	19
6-12 hours	10	15	0	0
13-24 hours	0	0	0	0
	67	100	53	100



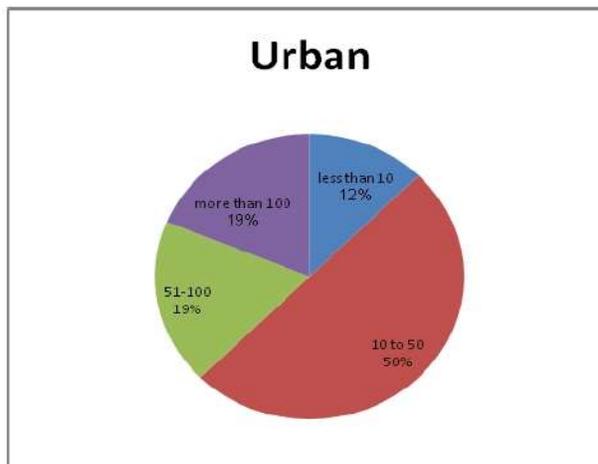
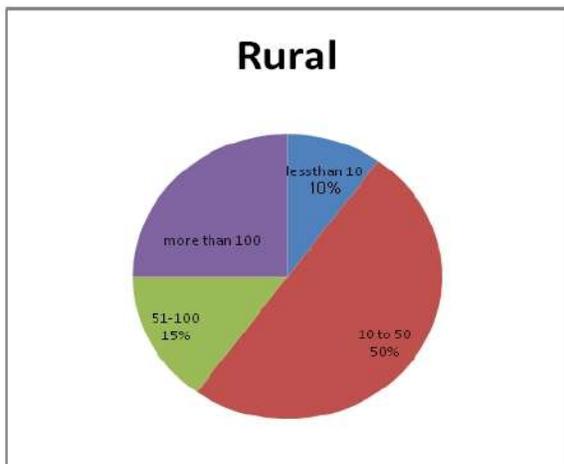
10. How many friends/contacts you have in social media?				
	Rural	percentage	Urban	percentage
Less than 10	7	10	06	12
10 to 50	34	50	27	50
51-100	9	15	10	19
More than 100	17	25	10	19
Total	67	100	53	100



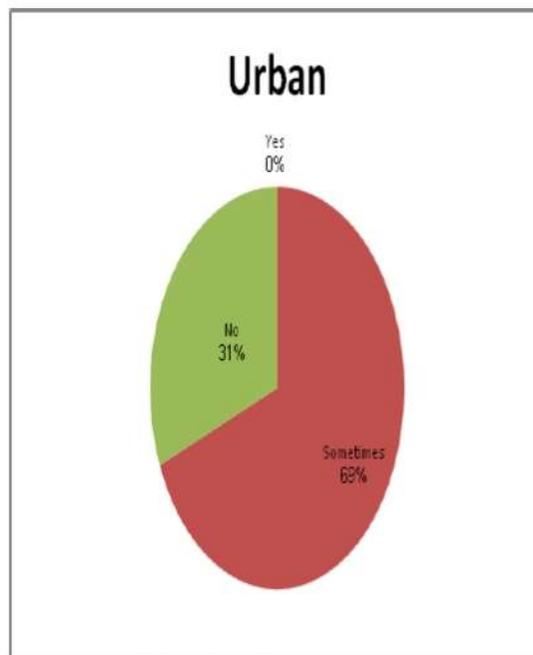
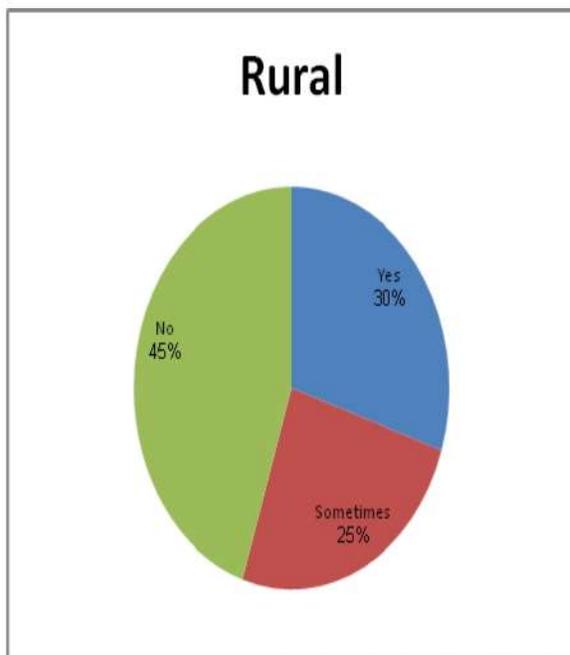
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11. Do you agree if a new person request friendship from you?				
	Rural	percentage	Urban	percentage
Yes	21	30	0	0
Sometimes	16	25	36	69
No	30	45	17	31
Total	67	100	53	100



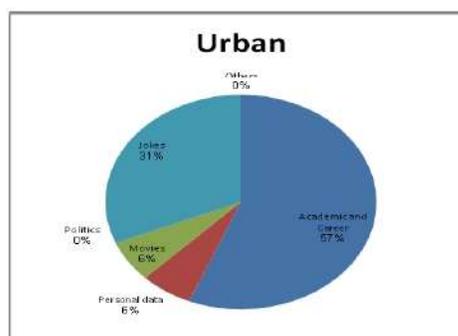
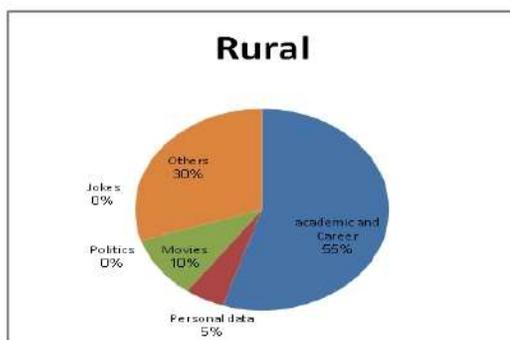


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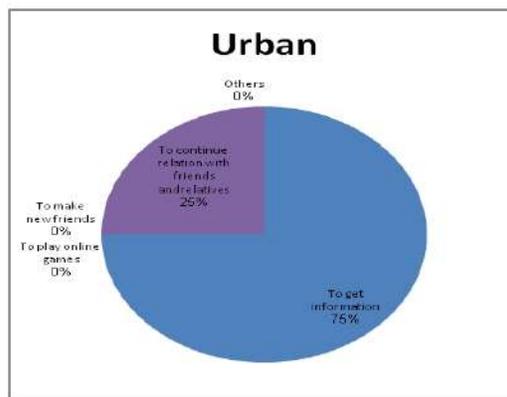
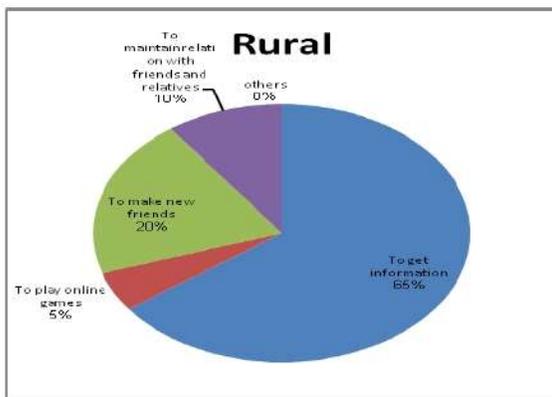


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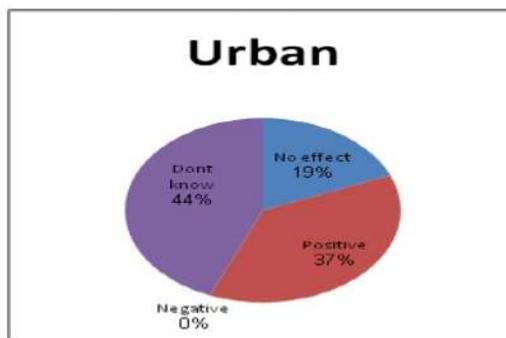
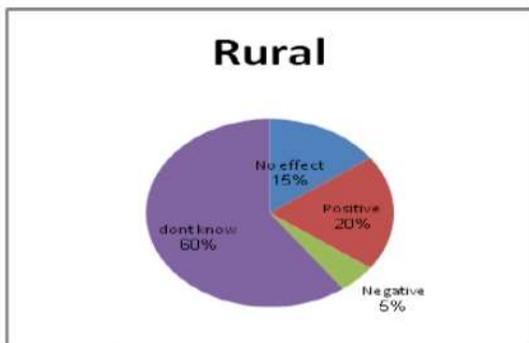
12. Which types of data do you share in social media?				
	Rural	percentage	Urban	percentage
Academic and Career	37	55	30	56
Personal data	4	5	3	6
Movies	7	10	3	6
Politics	0	0	0	0
Jokes	0	0	17	31
Others	19	30	0	0
Total	67	100	53	100



13. For which of the following you use social media?				
	Rural	percentage	Urban	percentage
To get information	44	65	40	75
To play games	3	5	0	0
To make new friends	13	20	0	0
To maintain relation with friends and relatives	7	10	13	25
others	0	0	0	0
Total	67	100	53	100



14. How do the social media affect our lives?				
	Rural	percentage	Urban	percentage
No effect	10	15	10	19
Shows positive effect	13	20	20	38
Shows negative effect	3	5	0	0
Dont know	4	60	23	44
Total	67	100	53	100



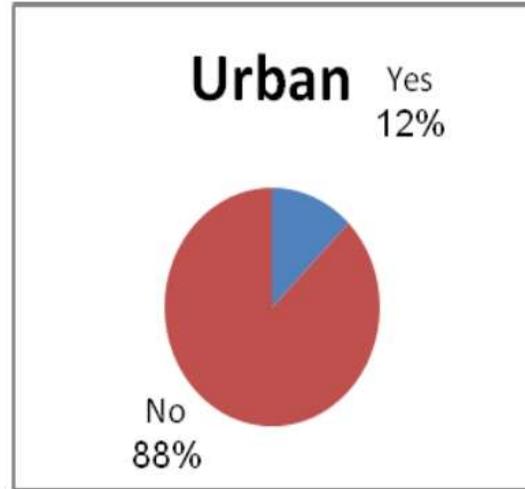
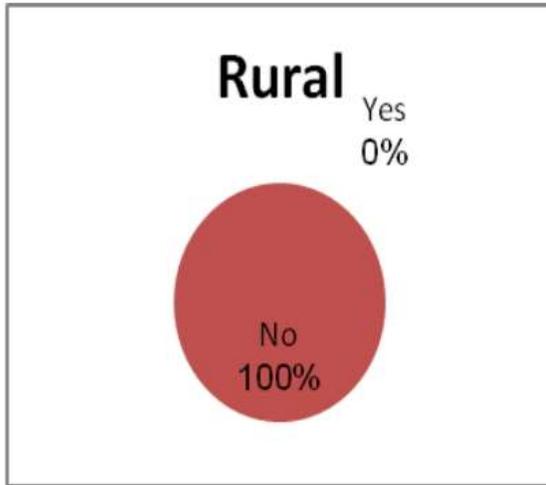
15. Did you ever face Online Bullying?				
	Rural	percentage	Urban	percentage
Yes	0	0	7	12
No	67	100	46	88
Total	67	100	53	100



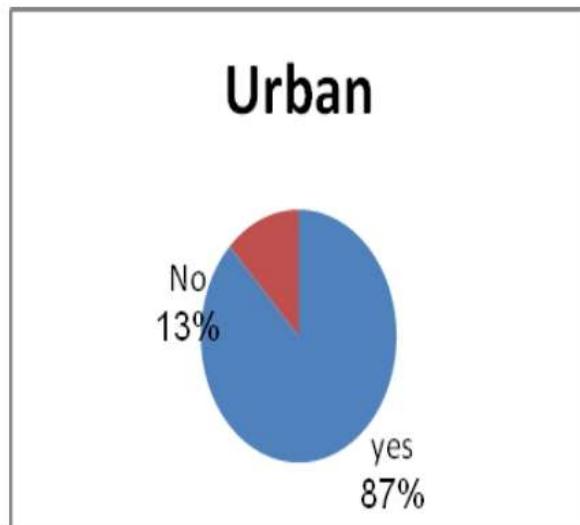
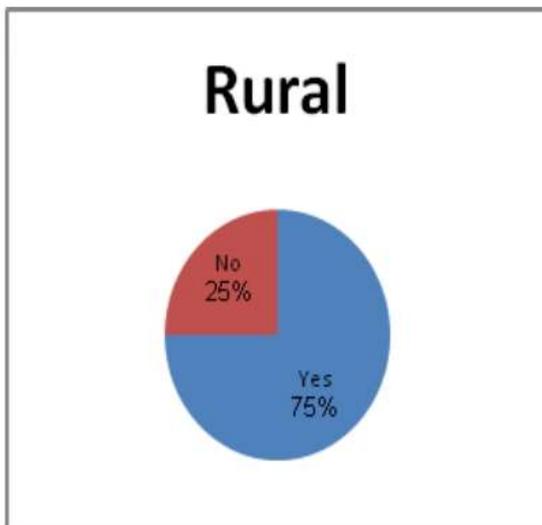
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16. Do your parents know about your social media accounts?				
	Rural	percentage	Urban	percentage
Yes	50	75	46	87
No	17	25	7	13
Total	67	100	53	100



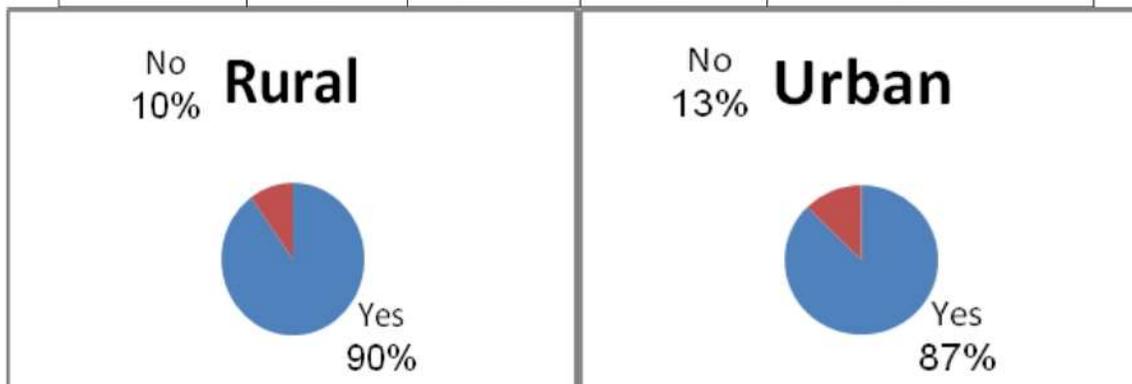


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17. Do you use social media for your education and career?				
	Rural	percentage	Urban	percentage
yes	18	90%	14	87.50%
No	2	10%	2	12.50%
Total	67	100%	53	100%



Findings

- More than the urban youth, the rural youth have social media accounts. It may be due to the parents of the rural youth arrange mobile phones to their children in view of security.
- Those do not have social media accounts from urban and rural areas said that they don't have interest on them.
- Many of the respondents have one to five social media accounts and most of them are accessing the accounts using smartphone.
- Many respondents are in social media from more than one year and among them rural youth are the highest.
- Those who use this media revealed that they use them less than an hour a day. however,it is surprising that the rural youth who spend in social media for 6-12 hours are 15percent.
- In accepting the friend request from strangers, the rural youth say no, but the urban youth accept sometimes.
- The respondents from both the areas say that they share academic and career related matters are shared. The second highest option is given to playing games and making new friends.
- But the respondents from both the areas say that they don't know the effects of social media on them.
- The urban youth responded that they were affected by the onlinebullying. And some percent of respondents are maintaing these accounts without parents' permission.

Suggestions

- This survey broadly concludes that there is no considerable difference between the urban and rural youth in using the social media.
- Youth should use the social media networks for their academic and career related information. Parents should supervise them how they are using the accounts.
- No one should share their personal data in the social media and care must be taken while making social media friends.
- In case of online bullying students must approach police, with the help of their parents.

Conclusion

The world is like a small village after the communication revolution. But we need the internet and social media for growth of career. so, every care must be taken while using these networks so that they would be useful to our bright future.



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A survey on effect of Social media on Youth Questionnaire

1. Name:
2. Gender: Male /female
3. Age:
4. Qualification:
5. Are you a member of any social media network? Yes/No
6. If no, the reason?
 - a. Dont know about social media
 - b. Have no interest
 - c. Joined, but dont like
 - d. No privacy
 - e. No mobile and computer
7. In how many social media sites are you the member?
 - a. 1 b. 2-5 c. 6-10 d. 11-20 e. 20 above
8. Which device do you use to access the social media?
 - a. laptop b. smartphone c. ipod/ipad d. tablet
9. From how many months are you using social media?
 - a Less than 1month b. 1-6months c. 7months - 1year. D. Morethan a year
10. How many friends/contacts have you in social media?
 - a. below 10 b. 10-50 c.51-100d. More than100
11. Do you agree friend request from strangers?
 - a. yes b. sometimes c. No
12. Which type of data do you post in social media?
 - a. Academic and career related b. Personal data c.Movies d.Politics
 - e. Jokes f. Others
- 13.What is your purpose to use social media?
 - a. To get information b. To play online games c. To make new friends
 - d. To continue relationwith friends and relatives e. Others
14. How will the social media networks effect on you?
 - a. No effect b. Positive effect c. Negative effect d. dont know
15. Did you ever face Cyber bullying?
 - a. Yes b. No
16. Do your parents aware of your social media accounts?
 - a. Yes b. No
17. Do you use social media accounts for your education/Career?
 - a. Yes b. No
18. Any other information you want to share regarding social media