



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

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ABSTRACT

Objective: Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. **Methodology:** Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. Simultaneously, social media have also some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth. **Results:** The result of study shows that, over utilization of social media leads youth towards addiction. **Conclusion:** This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth.

1. Introduction

Today, youths are the defining users of social media. Social media made available a platform for youth to build social networks or social relations among people. Nowadays, lucrative electronic gadgets are attracting the attention of the young generation; they are the largest customer of electronic gadgets and services, which makes them addicted in a short span of time. Effects of using social media have been found to be far reaching and potentially dangerous in affecting the health and mental related behavior of youth, who are not yet mature enough to differentiate between fantasy and reality. Apart from this, over utilization of social media, decreases the amount of time available for pursuing other activities which are useful for their physical health and mental health and spending of time with family members (Tariq et al., 2012).

The present electronic era has brought several pros and cons. The electronic era not only provided better, faster and improved working ability of young people, but also an emergence and new form of disorder in Indian youths. Since last decade, the over utilization of social media is an ongoing activity which is increasing at an alarming rate and leading to addiction form among Indian young people which is a serious concern. Problems arriving from over utilization of social media have been documented worldwide including in India, where the use of the social media has increased noticeably (Siddiqui and Singh, 2016).

It is observed through the studies, that the social media is more addictive among the youths, over utilization of it has been referred to as behavioral addiction and one's inability to avoid being online to the point where it effects the users life, relationships, emotions users' social life etc. There are various forms of social media addiction, such as forming online friendship, accessing pornography, gaming, online shopping etc. It is observed that, over utilization of social media, refrain from participating in real life activities, young people lives mostly in the virtual than in real life. Through this study an attempt has been made to highlight the negative and positive effects of social media on the Indian youths and their opinion about social media (Prabhakararao, 2016).

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2. Background and Literature Review

Bhargava and Rani, (2015), have opined that, the influence of social websites can be good on students, if there is a closer look on the real impact of social media. Authors have further opined that, several social media websites are now a day's continuously distracting adolescent students from their educational career. Through, the study authors have observed that, adolescent students are emphasizing on social media sites which is a complete wastage of time. Through this study authors have focused on the impacts of social media on Indian education, students and impacts on adolescents' life. Authors have further described that, how social media networking websites are addictive and harmful for Indian youth and adolescents. Authors have concluded that, addiction of social media could extinct the future of Indian youth and it had a very bad effect on education. Authors have recommended to the parents that, parents should regularly check their children's activities on social media network and do not let them overuse of social network websites. Authors have also recommended to government to ban all the porn sites (Reed and Rountree, 1997).

Gurusamy, (2014), have examined the influence of social Networking Sites on interpersonal relationships of college students. Authors have also constructed a profile which focused on the students' usage pattern of social Networking sites. Through this study authors have explained the concept of social networking sites and social network through sociological perspective. Authors have found that, the usage of social networking sites has effects on the interpersonal relationship of college students, especially with their members of family, friends and teachers. Authors have also observed that, due to the availability of social networking sites, the communication between students and their family members, between students and friends has increased. In this research study, usage pattern, purpose of usage of social networking, time spend, preferred social networking etc., have been focused keeping the scientific research base. This study provides an outlook for investigating the technological implications on society in the domain of sociology.

Valkenburg et al., (2009), have discussed on the state of the literature on the consequences of online communication technologies for adolescents' social connectedness and well-being. Authors have observed that, adolescents are spending more time for social media than adults. Through this study authors have first explain the reasons of diverge of recent studies from past studies. Authors have discussed on a viable hypothesis to explain the recent findings and discussed on some contingent factors that may deserve special attention for future study. In the opinion of authors, the research studies pertaining to social media usage, internet usage is still new for scholars, sociologist and does not yet permit to draw decisive conclusions (Rankin and Kern, 1994).

Wanajak, (2011), has differentiated between normal daily social media/ Internet use behaviors and addictive behaviors'. Author has also highlights the impacts of those behaviors that may signify maladaptive use. The main aims of the study are, to generate a consensus definitions and diagnostic criteria of Internet Addiction from the literature. Through this study author has also identified the prevalence of Internet addiction among secondary school students between aged from 11 to 19 years old, and identified the important factors that may influence Internet use among secondary school students. Author has also highlighted the potential intervention strategies which help to minimize harm of Internet addiction. Through the study author has found that, the amount of time spent on the Internet is related to gender, having Internet access at home, using the Internet alone. It is also observed that, Internet addiction is directly correlated with the amount of time spent on the using of social media and Internet per week, with addictive spending on average 29 hours per week for social media (Perkinson, 2002).

3. Significance of the Study

Through the review of literature, it is observed that majority of the study papers related to the impacts of social media on the young people, are conducted in western countries, which are having developed society. There is easy accessibility of social networking sites and the services provided by social media are large in these countries. On the contrary, developing countries like India there are very few studies that have been conducted in the Indian context and even these studies are related only to the effects of social media on trade and business, manufacturing sector, service sector etc. No study has been conducted with sociological perspective that is the effects of social media on the different segments of the people in the society (Kasturi and Vardhan, 2014). The segment of young people in the society is comparatively neglected in the studies. Therefore, it is significant to understand the positive and negative opinions of the young people about the usage of social media and it is also significant to identify the age group of the young people who are engaged in the utilization of social media for a long time; due to which they are facing several mental and physical problems. This study may be an additional knowledge in the respective area of study for the upcoming scholars. This study is important with a view to get the information pertaining to the young social media users from the pre and post graduating colleges of various faculties in Chandigarh city. This study will provide information to the social media users about, the positive and negative effects of over utilization of social media on their mental and physical condition and make them aware about the control of the utilization of the social media (Petraitis et al., 1995).

4. Objectives of the Study

1. To identify the age group of youth engaged in over-utilization of social media
2. To understand the main purpose of usage of social media among the Indian youth
3. To find out how much time do youth spend on the social networking?
4. To understand the positive and negative opinion of selected youth about the usage of social media

To identify the negative effects due to over utilization of social media on the physical and mental health of selected youth.

2. Materials and methods

2.1 Research Methodology

The present study is simple and exploratory in nature. For the study purpose questionnaire survey method has been adopted with a view to collect primary information from youth about age group of youth, main purpose of utilization of social media, their positive and negative opinion about social media and the effects of social media on the physical and mental health of the selected youth.

2.2 Selection of Sample

A purposive sample of 126 students (in the range of age 16 years to 25 years) in pre and post-graduation colleges situated in Chandigarh City was selected for eliciting the data for study. 126 students were selected from 11 pre and post-graduation colleges of various faculties. This questionnaire which is the main tool for collection of primary information? It is framed with a view to fulfil the objectives of the present study. Questionnaire was distributed in the selected colleges in order to identify the users of social media. The following table indicates the number of youth (Students) selected from pre and post-graduation colleges.

Table 1. The number of youth (Students) selected from pre and post-graduation colleges

Colleges	No. of Students	No. Of Colleges
Pre-graduation colleges	69	6
Post-graduation colleges	57	5
Total	126	11

3. Discussion and results

The following table indicates the age group wise distribution of social media users from the selected sample.

Table 2. Age group wise distribution of social media users

Age group	Frequency	Percentage
16 years to 20 years	69	55%
21 years to 25 years	57	45%
Total	126	100%

The above table depicts the major age group of youths who are engaged in over-utilisation of social media. The above mentioned age groups are selected for the study purpose because nowadays, in India majority of the social media users are belonging to these age groups. As per the collected information, 55% of the youth are in the age group of 16 years to 20 years, and 45% youth are in the age group of 21 years to 25 years. The large numbers of youths are involved in over-utilisation of social media.

Table 3. Purposes of using social media by selected youth (multiple responses)

Purposes	Frequency	Percentage
For E-mail	84	67%
For Site Surfing	126	100%
For Chatting	97	77%
For Social Networking	106	84%
For Entertainment, downloading movies/ music etc.	116	92%
For Blogging with Social Networking Sites	67	53%

The above table indicates the main purpose of using social media by the selected youth. The main purpose of utilization of social media for site surfing and for down loading movies, music by 100% and 92% youths respectively. Entertainment and site surfing are two main common purposes of utilization of social media. 53% youths are found to be engaged in blogging with social networking sites. 77% youths are utilizing the social media for chatting purpose. 84% youths have reported social networking as their main purpose of usage of social media. 67% youths have reported that, they utilize social media for checking e-mails. Almost all the selected youth are utilizing social media for various purposes.

The following table indicates the time spent by the selected youths for social media in a day.

Table 4. Time spent by youths for social media in a day.

Duration	Frequency	Percentage
Less than a 1 hour	13	10%
1 hours to 3 hours	18	14%
3 hours to 5 hours	59	47%
More than 5 hours	36	29%
Total	126	100%

In the above table, 10% of the selected youth spend less than an hour on social media. 47% youths are using social media for 3 to 5 hours and 29% are using it for more than 5 hours in a day. 14% youths are using social media for 1 hour to 3 hours in a day. Majority of the youth are exposed to social media for larger periods due to various attractive offers available by Internet service provider companies like free data for three months, availability of 3G, 4G services at very lower costs etc.

Table 5. Positive opinion of selected youth about the usage of social media (multiple responses)

Opinions	Frequency	Percentage
Social media is an effective communication tool	126	100%
Social media has made available location-based services	119	94%
Social media has enhanced creativity among youth	81	64%
Social media helps youth to refine and develop artistic abilities, inner potential	76	60%
Other opinion	65	52%

The above table highlights positive opinion of selected youth about utilization of social media. In the opinion of 100% youth social media is an effective communication tool, which enables users to communicate with other social media users within a fraction of time. In the opinion of 94% youth, due to awareness about social media, they can easily get location-based services like money transfer, online bill payment, online shopping, online booking of railway tickets, entertainment programmes tickets etc. 52% youth opined that, social media is very helpful for their academic purposes or learning purposes and it helps the students in attending the virtual class rooms and it is a good way to increase contacts. In the opinion of 64% of youth social media enhances creativity among youth and 60% of youth have opined that social media helps in refining and developing their artistic abilities and inner potentials.

There are a lot of negative opinions regarding impact of social media which have been expressed by the selected youth and also mentioned in various other literature reviews. The negative opinions about usages of social media expressed by the youths have been indicated in the following table:

Table 6. Negative opinion of selected youths about the over usage of social media (multiple response)

Opinions	Frequency	Percentage
Lure of using social media shifts away the concentration of youth from academic activities or study	112	89%
Users are spending more and more time on useless activities	126	100%
There is a time imbalance between lunch and dinner	89	71%
Over utilization of social media decreases interactions with others	77	61%
Over utilization of social media increase hate towards education and study	103	81%

In the opinion of 89% of youth lure of using social media shifts away the concentration of youth from academic activities or study. 94% of youth opined that social media is used to spread misinformation, rumors and responsible for increasing cybercrimes among young people, like blackmailing, sexual harassment with their unknown friends through chatting. 100% of youth opined that social media users are spending more and more time on useless activities, like chatting, watching films etc. In the opinion of 71% youth, due to addiction of social media the users are not able to take their lunch or dinner, breakfast on proper time. Spending 5 hours or more than 5 hours in a day on the social media also leads to unhealthy snacking and hence obesity. According to 61% youth over-utilization of social media decreases the interaction of users with their family members, relatives, friends, etc. It is observed that, in a family where all members are staying together, users of social media do not spend time to interact with their family members, as they become self-centered or individually engaged in their own virtual world through social media. Over utilization of social media, also disturbs the users' academic career and it creates hate towards educational activities and study, was opined by 81% youths.

To understand the negative effects of over-utilization of social media on physical and mental health of the young users is also one of the major objectives of the present study. The following table indicates the negative effects of over utilization of social media on the physical health and mental health of the users:

Table 7. Negative effects of over utilization of social media on the physical health of the users

Effects	Frequency	Percentage
Problem of high blood pressure	32	25%
Constant headache /Back pain/Eye strain/Hand corns	68	54%
Problem related to digestion/stomach	26	21%
Total	126	100%

As per the information provided by the selected youth it is observed that, majority of them facing the problem like constant headache, back pain, eye strain and hand corns. 25% youth are facing the problem of high blood pressure, due to 2D and 3D monitors of the social media applications. Majority of young people are using these applications for a longer duration thus by watching longer time same monitor screen could cause high blood pressure and tension

which could be dangerous for physical health of the users and 21% youth are facing the problem relating to digestion or stomach, because of lack of body movement and due to lack to adequate sleep.

There are also some negative effects on the mental health of the youth which are indicated in the following table.

Table 8. Negative effects of over utilization of social media on the mental health of the users

Effects	Frequency	Percentage
Mental tiredness	59	47%
Strain on Mind	37	29%
Anxiety	26	21%
Panic-stricken	04	3%
Total	126	100%

It has been found that 47% youth are effected mentally due to over utilization of social media. 29% youth are facing problems like strain on mind which kills their inner self confidence for lifetime, which as a result decreases their real life social community participation and hampers their academic achievements. Such people start living in a delusional world and start to hate education or studies. Anxiety, mind strain etc. are considered to be the symptoms of ill mental health. As per the primary information collected by the selected youths 21% of them are facing the problem of anxiety. Reason for anxiety is insistence of social media users for fast and immediate work results through social media, which is the effect of gaming and use of social media. Today's young generation wants immediate results in every work and when they are not able to obtain expected results, they become nervous and anxious.

4. Conclusion

4.1 Observations and Conclusion

- Through the study it is observed that over utilization of social media is growing among the youth, between the ages of 16 years to 25 years. The youth belonging to the age group of 16 years to 20 years constitute high percentage (55%) in the selected sample of youth.
- Majority of the selected youth are using social media for the purpose of site surfing, chatting, entertainment etc.
- Majority of the selected youth are spending varying amount of time from less than one hour to more than 5 hours every day on social media. Numerous youth are spending so much time (1/3 duration of a day) on social media, that it interferes with their daily routine activities.
- Several youth have expressed their positive opinions regarding utilization of social media. They are in the opinion that, they cannot imagine their life without social media, even though they are facing several bad or negative effects of over utilization of social media.
- Over-utilization of social media has disastrous effects on the users' mental and physical health like mental fatigue, strain, anxiety and panic-stricken etc. During the survey it is observed that, in many youth anxiety levels are very high and they are anxious about their gadgets. They become panic-stricken when they are not utilizing social media.
- It is concluded that, over-utilization of social media reduces the productive capacity of users due to continuous surfing and creates physical as well as mental problems.
- Now-a-days growth in entertainment modes, ubiquitous data and computational process can be found in several domains and context, including social media
- Over utilization of social media, makes youth sluggish and unenthusiastic to have interactions with people in real life.

4.2 Suggestions

- It is suggested to the parents that, they should check regularly their teenage children's activities on social media and do not let them use social networking websites unnecessarily.
- If parents of teenaged social media users properly observe their children's activities on internet, it will be very helpful for child's learning purpose and educational performance.
- Internet service providers and other concerned competitive authorities should look into the matter of negative effects of social media on young generation, so as to provide a better environment to the young users.
- Awareness programmes related to social media usage should be arranged at school level.
- There should be arrangement of training programmes by schools focusing on negative impacts of internet addiction and encouraging students to not fall prey to the harmful impacts of social media.

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