

# Impact of Social Media on Youth in Rural Area: A Sociological Study

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**Abstract – Today, use of social media is an important part of youth in rural and urban area. More utilization of social media, has captured the attention of youth entirely. Every level of the daily routine life of youth, social media has been reached there. Without social media, every youth cannot think about the direction of their growth and development. Dependency of youth on social media is now leading to addiction. There are different studies which is widely accepted that more utilization of social media has profound negative influence on the Indian youth. As well as social media have also some positive effects on the life of youth. The study has been highlight 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, enhanced the creativity among youths and developed their inner potential. This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, more utilization of social media leads youth towards addiction.**

**Keywords:- Social Media; Addiction; Social Networking Sites; Inner Potential.**

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## INTRODUCTION

Social media is an outstanding marketing device which is used to spread information faster than any other traditional news channel or any other forms of media. For examples of social media sharing are seen and received on our smartphones, Facebook pages, Instagram, Snapchat etc. reporting the missing persons" photos, abuse, harassment we can see on social media sites. Most recent examples of rapid social media sharing occurred is the Boston marathon bombing. After this event, when the FBI released photos of the two suspects, these images immediately went viral on Twitter, Facebook. Social media was used to form groups in which people posted photos and information pertaining to the case. This phenomenon is called crowd sourcing or crowd sleuthing and eventually the whole country was on the watch; there was nowhere the perpetrators could hide. There were a lots of popular social media sites, i.e. Facebook, has 1.4 billion users around the world, nearly a fifth portion of the world's population, which are helping us to better understand, learn and share information instantaneously making the world look like a small village. According to a statistical portal, the figures show that the primary ranking of the leading countries in the world is done according to the number of Facebook users as of January 2018. Due to this placement, around 130 million users from Brazil were listed on the social networking site. But the shocking placement shows is the India being placed on the top most position with 250 million users, and with United States ranked second ranked

with 230 million users. Therefore, Facebook is the most admired and popular social networking medium worldwide, with a widespread usage dissemination of 22.9 percent. ([www.statista.com/statistics](http://www.statista.com/statistics)).

As per the report by UNICEF, 2017, shows that there are 302 million internet subscribers in India of which 94% are mobile internet users and 6% wired internet, with the subscriber base of 400 million internet users, 28 million users are school-going children (IAMAI, 2015). From the above reports it is clear that if we observe carefully don't we really need a strong regulation as the figures still shows shocking rise of internet users that too children and adolescents. The author wants to share few shocking incidences that are reported in leading newspapers in India after children spending more than 8-10 hours per day on the internet, the kind of content they are watching, are they really getting influenced with the kind of content they are watching and want to imitate such happenings in real life. The children in India are increasingly accessing the media whether it is internet, TV etc. which has become a more saturated with sexual content and especially children are engaged in sexual activity at early stage.

Now these days youth can be define user of social media due to their more use of social media. Social media has made available a platform for youth which may be build social network and social relation among people of every age group. But today

there are different types of electronic gadgets which are attracting the attention of the young generation, who are the largest customer of these Gadgets and service which make the young generation has been addicted in a short span of time. The effect of more using social media have been found to be far reaching and potentially dangerous in affecting the health and mental related problems of youth, who are not get mature enough to differentiate between fantasy and reality. More utilisation of social media, decreases the time available for pursuing their other activities which are useful for the mental and physical health and spending time with their family members. The present electronic era has brought positive and negative impact. The electronic era not only provide better, improved as well as faster life of young people but also an emergence a new form of disorder in the youth of rural and urban area. Last decade, the more utilisation of social media is an ongoing activity which is increasing at an alarming rate and leading to addiction form among Indian youth people which is serious concern. There are many problems which is arising from more utilisation of social media have been documented worldwide including in India, where the use of social media has increased documented. There are observed through the studies that the social media is more addictive among the youth more utilisation of social media has been referred to as and behavioural addiction and affect the users life relationships, emotional users' social life etc. There are different type of social media addiction i.e. online shopping, forming online friendship, pornography, gaming etc. It is observed that traditional social media which is the destroy the real life of youth who spending the more time in virtual life due to the social media. This study has been made to highlighted the negative and positive effects of social media on the youth of the rural and urban area and their opinion about social media in daily routine life.

## REVIEW OF LITERATURE:-

**Bhargava, A., and Rani, M. (2015)** have state that the influence of social media on Indian teenagers. The social websites have been good on students if there is a right use of social media from the students. The authors state that there are several social media websites now a day's continuously distract adolescence students from their career. The writers observe that adolescent students are emphasizing on social media sites which is totally wastage of time. In this study the writers have focused on impact of social media on education, students and impact on adolescent's life. The writers have further described how social media networking websites are harmful and addicted for youth and adolescent of India. In this study the author have concluded that more use of social media extinct the future of Indian youth and a very bad effect on education. The writers have recommended to the parents that, parents should regularly check their children activity on social media network and do not let them overuse of social

network website and also recommended to government to ban all the porn websites.

**Valkenburg et. al., (2009)** a study which are discussed on the state of the literature of consequences of online communication technology and adolescents' social connectedness and wellbeing. In this study the writers observed that, in adoelscents have found spending more time for social media than adults. In this study the writers have firstly explain the reasons of diverge of recent studies from the past studies. The writers have studied on a valuable hypothesis explain the recent findings and discussed on some contingent factor that may deserve social attention for future study. The writers opinion that the research studies have pertained to social media usage and does not permit to draw decisive conclusions.

## OBJECTIVE OF THE STUDY:-

1. Find out the age group of youth which are engaged in more utilisation of social media.
2. Find out the negative and positive effects among youth about the use of social media.

## RESEARCH METHODOLOGY:-

The present study was carried out in the Village Kalinga which is situated in District Bhiwani, Haryana. The study was based on primary and secondary data which was collected through different sources. For collecting the primary data the questionnaire survey method has been adopted. The asked question from the youth about the age group of youth, there positive and negative opinion about social media and the effect of social media on the physical and mental health of the youth. A purposive sample of 50 students were selected which was the range of age 12 years to 25 years old.

## DATA INTERPRETATION:-

**Table:1.** In this table the distribution of respondents Age Group wise which are following:-

Age Group	Respondents	Percentage
12 - 18	28	56%
19 - 25	22	44%
Total	50	100%

The above table stated that the major age group 12 to 18 years and 19 to 25 years of youths who are engaged in more utilisation of social media. Youth generation has been found more utilizing the social media in India, so these age group was selected purposively. From the collected information about this village, 56% of the youth which are in the age group of 12 years to 18 years, and 44% youth which

are in the age group of 19 years to 24 years. From this study large numbers of youths are involved in more utilisation of social media.

**Table:2:-** In this table the positive effect of use of social media on selected youth which is given below:-

Positive Effects	Respondents	Percentage
Used as an effective communication tool	50	100%
Used for available location based services	35	70%
Enhanced creativity among youth	26	52%
Helps youth to develop abilities and inner potential	24	48%
Other opinion	12	24%

The above table state that positive effects of selected youth about the use of social media. The table shows that 100% respondent says that social media is used as a a communication tool which are capable them to communicate with each other due to the knowledge of social media. 70% respondent can easily find the available location based services like online bill payment, online shopping, online booking of tickets, money transfer etc. The table shows that 52% respondent says that the social media are useful to enhance creativity among youths. There are very positive effect on teenagers and adolescents social media helps to develop their abilities and inner potential of youth and 48% respondent told that the social media help in defining them. The table shows that 24% respondents says that social media is useful for their academic and learning purpose and it helps them in attending the online classes and it is a very good way to increase their contacts.

**Table:-3.** In this table negative effects of more use of social media among the selected youth is given below:-

Negative Effects	Respondents	Percentage
User are spending a lots of time on useless activities at social media	45	90%
Decreases interactions with others	36	72%
increase hate towards education and study	27	54%

The above table shows that 90% respondent says that social media users are spending a lots of time on useless activities like chatting, watching films etc. In this table 72% respondents more use of social media decrease the interaction with others like family members, relatives, friends etc. In a family where all members are staying together, but youth who are use of social media do not interact with their family members, they became self - centred or individually increased in their own virtual life. 54% respondent says that due to use of social media distract from their education and study.

## SUGGESTIONS:-

The more utilise of social media by the teenagers and adolescent in rural and urban areas. They are spending more time at the social media rather than other physical activities. They are not interest even their family members due to spend more time on social media. They lost their interest for their education and study. There are many suggestions are given below from this study:-

1. The parents should check properly their children that how they use social media and social networking sites.
2. If the teenagers use the social networking sites properly it will be very helpful for their education and learning process.
3. It will be responsibility to their parents as well as their teachers to aware the children for proper use of social media.
4. The internet service providers and concerned authorities should check that the matter of negative effect young generation. They will be provide positive environment to the young generation.

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