Social Media and Youth: A Study of Uses and Impacts.

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Abstract-

Social media's impact on youth is creating additional challenges and opportunities. Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. The impact of social networking sites in the changing mind-set of the youth. It was survey type research and data were collected through the google form. 81 sampled youth fill the google form; non-random sampling technique was applied to select sample units. The main objectives were as (1) To analyse the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth (3) To evaluate the attitude of youth towards social media and measure the spending time on social media (4) To recommend some measure for proper use of social media in right direction to inform and educate the people. Collected data was analysed in term of frequency, percentage, and mean score of statements. Following were main findings Majority of the respondents shows the agreements with these influences of social media. Respondents opine Instagram as their favourite social media form, and then the like YouTube as second popular form of social media, respondents Face main problem during use of social are fake ids. Social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

Keywords: social media, youth, social networking, Facebook, twitter, YouTube, Instagram.

Introduction:

Social media is most recent form of media and having many features and characteristics. It has many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. it is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth. This study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. Social media is a set of internet-based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content. Social media such as Facebook, Instagram, Twitter, YouTube and Snapchat may have been freshly marketed as great leveller as gathering in which divides of races, classes, and ethnicity. Social media is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks.

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. 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. 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, over utilization of social media leads youth towards addiction. [Monica Munjial Singh, Mohammad Amiri, Sherry Sabbarwal, 2017]

Today social media networks such as Facebook, Twitter, YouTube, WhatsApp, Instagram etc. become an integral part of youth's life. Youth cannot imagine themselves without using social media network. They are active on social media from early in the morning to late night. Students use social media networks in the examination periods also. These new social communication channels have been adopted by all the age groups in India. Social media have a significant impact on the society especially on the youth. Social media networks have negative as well as positive impact on our society. It is important to know the positive and negative impact of social networking sites and applications on today's young generation. It is also important to know the benefits of social networking for youth. [Sandip Ramakant Ghodke, Dr. Shubhada M. Kulkarni, 2019] At present social media is a part of life for most of the Indian youth. The usage of the Internet is now heavily shifted to Social Media Sites. Undoubtedly social media has its own merits, but excessive use of social media is affecting the lifestyle of youth moreover, statistics show that addiction to social media resulted in increased health problems and change in behavior. Most of the previous work done in this field relates to foreign countries. This paper focus on the Impact of Social Media Sites on youth, good, bad & major concerns in Indian perspective. [Vikramaditya Singh Bhati, Jayshri Bansal, 2019] Some studies showed sleep quality mediating the relationship between social media use and negative mental health outcomes in youth. Overall, included evidence links excessive social media use to poor sleep quality and negative mental health in youth. Given the public health implications of sleep problems, excessive social media use warrants further investigation to clarify the directionality and strength of their associations with poor sleep quality and negative mental health outcomes. [Rea Alonzo, Junayd Hussain, Saverio Stranges, Kelly K. Anderson. 2021]

> "I think there should be regulations on social media to the degree that it negatively affects the public good."

-Elon Musk

> Social media was good if you used it for "engaging with someone" and "building relationships" but not if "you are just sitting there and consuming stuff."

-Mark Zuckerberg

Methodology:

Hypothesis-

- It is likely to say that social media is creating awareness for youth in better living style.
- It is likely to say that social media is swift source of information and entertainment for youth's interest.
- It is likely to say that social media is great facilitator for youth in the field of education.
- It is likely to say that youth is utilizing social media in positive way.

Research design-

The descriptive method was used to carry this study. And survey type research was conducted, through the questionnaire (google form) public opinion and perception was discriminate about the impact of social media on youth and statements was developed related to the various aspect of youth's life and society.

There are many theories that might be perfect to support our study but most suitable and according to the nature of study that are uses and gratification theory and media effect research and theory.

Sample-

The population of the study contains on youth of Jaunpur. A sample of 81 youngsters was selected and none random sampling method was used to select the sample from all over population among youth including male and female in Jaunpur City.

Data analysis and interpretation-

Table 1

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15.00	1	1.2	1.2	1.2
	17.00	1	1.2	1.2	2.5
	18.00	6	7.4	7.4	9.9
	19.00	6	7.4	7.4	17.3
	20.00	8	9.9	9.9	27.2
	21.00	10	12.3	12.3	39.5
	22.00	18	22.2	22.2	61.7
	23.00	11	13.6	13.6	75.3
	24.00	9	11.1	11.1	86.4
	25.00	8	9.9	9.9	96.3
	27.00	1	1.2	1.2	97.5
	28.00	1	1.2	1.2	98.8
	29.00	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

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Table 1 shows that among the respondents 22.2% were of age 22, 13.6 % respondents were of 23 while 12.3% respondents were of 21.

Table 2

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	51.9	51.9	51.9
	Female	39	48.1	48.1	100.0
	Total	81	100.0	100.0	

Table 2 shows that 51.9% among respondents were male, 48.1% among them were female.

Table 3

Residence		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City	61	75.3	75.3	75.3
	Village	20	24.7	24.7	100.0
	Total	81	100.0	100.0	

Table 3 shows that among population 75.3% respondents were from city, 24.7% respondents were from village.

Table 4

Economic Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	6	7.4	7.4	7.4
	Middle	70	86.4	86.4	93.8
	Low	5	6.2	6.2	100.0
	Total	81	100.0	100.0	

Table 4 shows that among population 7.4% respondents were from high economic status, 86.4% respondents were from middle economic status while 6.2% respondents were from low economic status.

Table 5

Level Of Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate Or Below	7	8.6	8.6	8.6
	Under Graduate	36	44.4	44.4	53.1
	Post Graduate Or Above	38	46.9	46.9	100.0
	Total	81	100.0	100.0	

Table 5 shows that among population 8.6% respondents were from intermediate or below, 44.4% respondents were from undergraduate while 46.9% respondents were from post graduate or above.

Table 6

Your Favorite Form Of Social Media		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	38	46.9	46.9	46.9
	X(Twitter)	3	3.7	3.7	50.6
	Whatsapp	10	12.3	12.3	63.0
	Snapchat	1	1.2	1.2	64.2
	Youtube	27	33.3	33.3	97.5
	Other	2	2.5	2.5	100.0
	Total	81	100.0	100.0	

Table 7 shows the statement that your favourite form of social media. 46.9% responded for Instagram, 3.7% responded for X(twitter), 12.3% responded for WhatsApp, 1.2% responded for snapchat, 33.3% responded for YouTube while 2.5% responded for other.

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Table 7

		Frequency	Percent	Valid Percent	Cumulative Percent
	Daily Duration That You Spend On Social Media.				
Valid	1 Hour Or Less	17	21.0	21.0	21.0
	2 Hour	28	34.6	34.6	55.6
	3 Hour	18	22.2	22.2	77.8
	4 Hour Or More	18	22.2	22.2	100.0
	Total	81	100.0	100.0	

Table 7 shows that the Daily duration that you spend on social media. Where 21% responded for 1 hour or less, 34.6% responded for 2 hours, 22.2% responded for 3 hours, 22.2% responded for 4 hours or more.

Table 8

		Frequency	Percent	Valid Percent	Cumulative Percent
	The Internet Package You Are Using				
Valid	Monthly Package	65	80.2	80.2	80.2
	Wi-Fi	12	14.8	14.8	95.1
	Yearly Package	3	3.7	3.7	98.8
	Other	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Table 8 shows that the internet package you are using. Where 80.2% responded for monthly package, 14.8% responded for Wi-Fi package, 3.7% responded for yearly package, 1.2% responded for other internet packages.

Table 9

		Frequency	Percent	Valid Percent	Cumulative Percent
	You Mostly Share Which Links For Your Contact Or Friends.				
Valid	Religious	6	7.4	7.4	7.4
	Informative	15	18.5	18.5	25.9
	Entertainment	13	16.0	16.0	42.0
	All	47	58.0	58.0	100.0
	Total	81	100.0	100.0	

Table 9 shows the mostly shared links from contact or friends. 7.4% responded for religious, 18.5% responded for informative, 16% responded for entertainment, 58% responded for all type of links.

Table 10

		Frequency	Percent	Valid Percent	Cumulative Percent
	You Use Social Media For Entertainment Through.				
Valid	Chatting	4	4.9	4.9	4.9
	Group Chatting	1	1.2	1.2	6.2
	Memes	3	3.7	3.7	9.9
	Reels	10	12.3	12.3	22.2
	Videos	9	11.1	11.1	33.3
	All	48	59.3	59.3	92.6
	Other	6	7.4	7.4	100.0
	Total	81	100.0	100.0	

Table 10 shows the use social media for entertainment through, whereas 59.3% responded for all type of content.

Table 11

		Frequency	Percent	Valid Percent	Cumulative Percent
	You Mostly Face Problem In Using Social Media.				
Valid	Unwanted Friend Request	10	12.3	12.3	12.3
	Unwanted Messages	16	19.8	19.8	32.1
	Political Links	5	6.2	6.2	38.3
	Unethical Links	16	19.8	19.8	58.0
	Defamation Of Personality	11	13.6	13.6	71.6
	Fake Ids	23	28.4	28.4	100.0
	Total	81	100.0	100.0	

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Table 11 shows that users mostly faced problems in using social media. Whereas 12.3% unwanted friend request, 19.8% responded for unwanted messages, 6.2% responded for political links, 19.8% responded for unethical links, 13.6% responded for defamation of personalities, 28.4% responded for fake's ids.

Table 12

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Beneficial For Youth In The Field Of Education				
Valid	Neutral	20	24.7	24.7	24.7
	Strongly Disagree	3	3.7	3.7	28.4
	Disagree	5	6.2	6.2	34.6
	Agree	44	54.3	54.3	88.9
	Strongly Agree	9	11.1	11.1	100.0
	Total	81	100.0	100.0	

Table 12 shows that students were asked social media is beneficial for youth in the field of education, where 54.3% of the respondents agree, and 11.11% of the respondent responded strongly agree. While 24.7% of respondents was uncertain about the statement. 6.2% disagreed and 3.7 % was strongly disagreed with the statement.

Table 13

		Frequency	Percent	Valid Percent	Cumulative Percent
	Upon Social Media Chatting, Calling, Sharing Links, Liking Links Is The Wastage Of Time For Youth.				
Valid	Neutral	28	34.6	34.6	34.6
	Strongly Disagree	5	6.2	6.2	40.7
	Disagree	13	16.0	16.0	56.8
	Agree	29	35.8	35.8	92.6
	Strongly Agree	6	7.4	7.4	100.0
	Total	81	100.0	100.0	

In the Table 13 students were asked if upon social media chatting, calling, sharing links, liking links is the wastage of time for youth, where 35.8% of the respondents agree, 7.4% of the respondent responded strongly agree while 34.6% of respondents was uncertain about the statement. 16% disagreed and 6.2% respondents were strongly disagreed with the statement.

Table 14

		Frequency	Percent	Valid Percent	Cumulative Percent
	Use Of Social Media Deteriorating Our Social Norms				
Valid	Neutral	23	28.4	28.4	28.4
	Strongly Disagree	5	6.2	6.2	34.6
	Disagree	8	9.9	9.9	44.4
	Agree	37	45.7	45.7	90.1
	Strongly Agree	8	9.9	9.9	100.0
	Total	81	100.0	100.0	

In the Table 14 students were asked if use of social media deteriorating our social norms, where 45.7% of the respondents agree, 9.9% of the respondent responded strongly agree. While 28.4% of respondents was uncertain about the statement while 9.9% disagreed and 6.2% strongly disagreed.

Table 15

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Necessary For Youth Now A Day.				
Valid	Neutral	27	33.3	33.3	33.3
	Strongly Disagree	4	4.9	4.9	38.3
	Disagree	5	6.2	6.2	44.4
	Agree	40	49.4	49.4	93.8
	Strongly Agree	5	6.2	6.2	100.0
	Total	81	100.0	100.0	

In the Table 15 students were asked that social media is necessary for youth now a day. Where 49.4% of the respondents agree, 6.2% of the respondent responded strongly agree. While 33.3% of respondents were uncertain about the statement and 6.2% disagreed 4.9% were strongly disagreed.

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Table 16

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Affecting Negatively On Study Of Youth.				
Valid	Neutral	29	35.8	35.8	35.8
	Strongly Disagree	3	3.7	3.7	39.5
	Disagree	9	11.1	11.1	50.6
	Agree	27	33.3	33.3	84.0
	Strongly Agree	13	16.0	16.0	100.0
	Total	81	100.0	100.0	

In the Table 16 students were asked if social media is affecting negatively on study of youth. Where 33.3% of the respondents agree, 16% of the respondent responded strongly agree. While 35.8% of respondents were uncertain about the statement while 11.1% disagreed, 3.7% strongly disagreed with the statement.

Table 17

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Promotes Unethical Pictures, Video Clips And Images Among Youth.				
Valid	Neutral	23	28.4	28.4	28.4
	Disagree	2	2.5	2.5	30.9
	Agree	33	40.7	40.7	71.6
	Strongly Agree	23	28.4	28.4	100.0
	Total	81	100.0	100.0	

In the Table 17 students were asked that social media promotes unethical pictures, video clips and images among youth. Whereas 40.7% of the respondents agree, 28.4% of the respondent responded strongly agree. While 28.4% of respondents were uncertain about the statement while 2.5% disagreed, none of them strongly disagreed with the statement.

Table 18

		Frequency	Percent	Valid Percent	Cumulative Percent
	Useless Information Creates Ambiguity And Confusion In The Mind Of Youth				
Valid	Neutral	10	12.3	12.3	12.3
	Strongly Disagree	1	1.2	1.2	13.6
	Disagree	5	6.2	6.2	19.8
	Agree	40	49.4	49.4	69.1
	Strongly Agree	25	30.9	30.9	100.0
	Total	81	100.0	100.0	

In the Table 18 students were asked if useless information creates ambiguity and confusion in the mind of youth. Where 49.4% of the respondents agreed, 30.9% of the respondent responded strongly agree. While 12.3% of respondents were uncertain about the statement while 6.2% disagreed, 1.2% respondents were strongly disagreed.

Table 19

		Frequency	Percent	Valid Percent	Cumulative Percent
	Irrelevant And Anti-Religious Post And Links Create Hatred Among Peoples Of Different Communities.				
Valid	Neutral	13	16.0	16.0	16.0
	Disagree	4	4.9	4.9	21.0
	Agree	42	51.9	51.9	72.8
	Strongly Agree	22	27.2	27.2	100.0
	Total	81	100.0	100.0	

In the Table 19 students were asked if irrelevant and anti-religious post and links create hatred among peoples of different communities. Where 51.9% of the respondents agree, 27.2% of the respondent responded strongly agree. While 16% of respondents were uncertain about the statement while 4.9% disagreed, none of them strongly disagreed with the statement.

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Table 20

		Frequency	Percent	Valid Percent	Cumulative Percent
	Negative Use Of Social Media Is Deteriorating The Relationship Among The Countries.				
Valid	Neutral	18	22.2	22.2	22.2
	Strongly Disagree	2	2.5	2.5	24.7
	Disagree	7	8.6	8.6	33.3
	Agree	32	39.5	39.5	72.8
	Strongly Agree	22	27.2	27.2	100.0
	Total	81	100.0	100.0	

In the Table 20 respondents were asked that negative use of social media is deteriorating the relationship among the countries., where 39.5% of the respondents agree, 27.2% of the respondent responded strongly agree. While 22.2% of respondents were uncertain about the statement while 8.6% were disagreed, 2.5% were strongly disagreed with the statement.

Table 21

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Becoming A Hobby Of Youth To Kill The Time.				
Valid	Neutral	9	11.1	11.1	11.1
	Strongly Disagree	2	2.5	2.5	13.6
	Disagree	1	1.2	1.2	14.8
	Agree	38	46.9	46.9	61.7
	Strongly Agree	31	38.3	38.3	100.0
	Total	81	100.0	100.0	

In the Table 21 students were asked that social media is becoming a hobby of youth to kill the time. Where 46.9% of the respondents agree, 38.6% of the respondent responded strongly agree. While 11.1% of respondents were uncertain about the statement while 1.2% were disagreed, 2.5% were strongly disagreed with the statement.

Table 22

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Have Positive Impact On Youth				
Valid	Neutral	43	53.1	53.1	53.1
	Disagree	14	17.3	17.3	70.4
	Agree	20	24.7	24.7	95.1
	Strongly Agree	4	4.9	4.9	100.0
	Total	81	100.0	100.0	

Table 22 shows that statement students were asked social media have positive impact on youth, where 24.7% of the respondents agree, 4.9% of the respondent responded strongly agree and 53.1% of respondents were uncertain about the statement while 17.3% disagreed, none of them strongly disagreed with the statement.

Table 23

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Deteriorate The Social Norms And Ethics Among Youth.				
Valid	Neutral	27	33.3	33.3	33.3
	Strongly Disagree	3	3.7	3.7	37.0
	Disagree	8	9.9	9.9	46.9
	Agree	33	40.7	40.7	87.7
	Strongly Agree	10	12.3	12.3	100.0
	Total	81	100.0	100.0	

In the Table 24 students were asked that social media deteriorate the social norms and ethics among youth. Where 40.7% of the respondents agree, 12.3% of the respondent responded strongly agree and 33.3% of respondents were uncertain about the statement while 9.9% disagree, 3.7% were strongly disagreed with the statement.

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Table 24

		Frequency	Percent	Valid Percent	Cumulative Percent
	Youth Is Sharing The Links On Social Media Are Positive				
Valid	Neutral	35	43.2	43.2	43.2
	Strongly Disagree	3	3.7	3.7	46.9
	Disagree	13	16.0	16.0	63.0
	Agree	26	32.1	32.1	95.1
	Strongly Agree	4	4.9	4.9	100.0
	Total	81	100.0	100.0	

Table 24 shows that students were asked youth is sharing the links on social media are positive. Where 32.1% of the respondents agree, 4.9% of the respondent responded strongly agree. While 43.2% of respondents were uncertain about the statement, 16% were disagreed, and 3.7% strongly disagreed with the statements.

Table 25

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Playing Essential Role For Betterment Of Society				
Valid	Neutral	36	44.4	44.4	44.4
	Strongly Disagree	4	4.9	4.9	49.4
	Disagree	4	4.9	4.9	54.3
	Agree	27	33.3	33.3	87.7
	Strongly Agree	10	12.3	12.3	100.0
	Total	81	100.0	100.0	

In the Table 25 students were asked that social media is playing essential role for betterment of society, where 33.3% of the respondents agree, 12.3% of the respondent responded strongly agree. While 44.4% of respondents were uncertain about the statement, 4.9% were disagreed, 4.9% were strongly disagreed.

Table 26

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is Creating Awareness Among Youth For New Trends.				
Valid	Neutral	18	22.2	22.2	22.2
	Strongly Disagree	1	1.2	1.2	23.5
	Disagree	1	1.2	1.2	24.7
	Agree	46	56.8	56.8	81.5
	Strongly Agree	15	18.5	18.5	100.0
	Total	81	100.0	100.0	

Table 26 shows that students were asked social media is creating awareness among youth for new trends where 56.8% of the respondents agree, 18.5% of the respondent responded strongly agree. While 22.2% of respondents were uncertain about the statement and 1.2% were disagreed, 1.2% were strongly disagreed.

Table 27

		Frequency	Percent	Valid Percent	Cumulative Percent
	Social Media Is The Source To Get Knowledge And Information				
Valid	Neutral	14	17.3	17.3	17.3
	Strongly Disagree	1	1.2	1.2	18.5
	Disagree	6	7.4	7.4	25.9
	Agree	43	53.1	53.1	79.0
	Strongly Agree	17	21.0	21.0	100.0
	Total	81	100.0	100.0	

In the Table 27 students were asked if social media is the source to get knowledge and information, where 53.1% of the respondents agree, 21% of the respondent responded strongly agree. While 17.3% of respondents were uncertain about the statement and 7.4% were disagreed, 1.2% were strongly disagreed with it.

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Table 28

		Frequency	Percent	Valid Percent	Cumulative Percent
Social Media Is Useful To Connect The People All Over The World.					
Valid	Neutral	6	7.4	7.4	7.4
	Disagree	5	6.2	6.2	13.6
	Agree	40	49.4	49.4	63.0
	Strongly Agree	30	37.0	37.0	100.0
	Total	81	100.0	100.0	

Table 28 shows that students were asked social media is useful to connect the people all over the world. Where 49.4% of the respondents agree, 37% of the respondent responded strongly agree. While 7.4% of respondents were uncertain about the statement and 6.2% respondents were disagreed, none of them strongly disagreed with the statement.

Table 29

		Frequency	Percent	Valid Percent	Cumulative Percent
Social Media Is Essential For Youth To Get Learning And Skills.					
Valid	Neutral	17	21.0	21.0	21.0
	Strongly Disagree	1	1.2	1.2	22.2
	Disagree	3	3.7	3.7	25.9
	Agree	42	51.9	51.9	77.8
	Strongly Agree	18	22.2	22.2	100.0
	Total	81	100.0	100.0	

In the Table 29 students were asked that social media is essential for youth to get learning and skills. Where 51.9% of the respondents agree, 22.2% of the respondent responded strongly agree. While 21% of respondents were uncertain about the statement and 3.7% were disagreed, 1.2% was strongly disagreed with the statement.

Table 30

		Frequency	Percent	Valid Percent	Cumulative Percent
Social Media Is Playing A Key Role To Create Political Awareness Among Youth.					
Valid	Neutral	22	27.2	27.2	27.2
	Strongly Disagree	2	2.5	2.5	29.6
	Disagree	5	6.2	6.2	35.8
	Agree	36	44.4	44.4	80.2
	Strongly Agree	16	19.8	19.8	100.0
	Total	81	100.0	100.0	

In the Table 30 students were asked if social media is playing a key role to create political awareness among youth., where 44.4% of the respondents agree, 19.8% of the respondent responded strongly agree. While 27.2% of respondents were uncertain about the statement while 6.2% disagreed, 2.5% strongly disagreed.

Table 31

		Frequency	Percent	Valid Percent	Cumulative Percent
Social Media Is A Facilitator To Advertise And Search Business For Youth.					
Valid	Neutral	16	19.8	19.8	19.8
	Strongly Disagree	1	1.2	1.2	21.0
	Disagree	3	3.7	3.7	24.7
	Agree	39	48.1	48.1	72.8
	Strongly Agree	22	27.2	27.2	100.0
	Total	81	100.0	100.0	

Table 31 shows that students were asked that social media is a facilitator to advertise and search business for youth. Where 48.1% of the respondents agree, 27.2% of the respondent responded strongly agree. While 19.8% of respondents were uncertain about the statement 3.7% were disagreed, 1.2% were strongly disagreed with the statement.

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Table 32

Social Media Is A Latest Form Which Is Connecting The Gender And Families Especially Youth.				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	30	37.0	37.0	37.0
	Strongly Disagree	1	1.2	1.2	38.3
	Disagree	5	6.2	6.2	44.4
	Agree	34	42.0	42.0	86.4
	Strongly Agree	11	13.6	13.6	100.0
	Total	81	100.0	100.0	

In the Table 32 students were asked if social media is a latest form which is connecting the gender and families especially youth. Where 42% of the respondents agree, 13.6% of the respondent responded strongly agree while 6.2% were disagreed, 13.6% strongly disagreed. While 37% of respondents was uncertain about the statement.

Table 33

Social Media Is A Great Facilitator To Create Awareness Among Youth To Develop Global Cultural				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	22	27.2	27.2	27.2
	Strongly Disagree	2	2.5	2.5	29.6
	Disagree	3	3.7	3.7	33.3
	Agree	38	46.9	46.9	80.2
	Strongly Agree	16	19.8	19.8	100.0
	Total	81	100.0	100.0	

Table 33 shows that students were asked that social media is a great facilitator to create awareness among youth to develop global cultural. Where 46.9% of the respondents agree, 19.8% of the respondent responded strongly agree. While 27.2% of respondents were uncertain about the statement and 3.7% were disagreed, 2.5% were strongly disagreed with the statement.

Table 34

Use Of Social Media Affects Indirectly On Play Grounds And Physical Activities In Youth.				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	16	19.8	19.8	19.8
	Strongly Disagree	2	2.5	2.5	22.2
	Disagree	4	4.9	4.9	27.2
	Agree	31	38.3	38.3	65.4
	Strongly Agree	28	34.6	34.6	100.0
	Total	81	100.0	100.0	

The Table 34 shows that students were asked that use of social media affects indirectly on play grounds and physical activities in youth. Where 38.3% of the respondent responded agree 34.6% of the respondents strongly agree, while 19.8% of respondents were uncertain about the statement 4.9% were disagreed, 2.5% were strongly disagreement about statement.

Findings and Conclusion:

According to the analysis of collected data by research survey which is drawn from the opinion and response of youth about the usage and impact of social media on youth that is described as follows. The questionnaire (google form) which is used in this survey, comprising 38 total questions which have 34 close ended and 4 are open ended questions. The sample was being filled by 81 respondents. According to the findings by social status majority of the respondents were students while a little percentage were employees in different government and private sectors organizations and departments among the population.

According to result calculated it is found that Instagram is the most favourite form of the social media and YouTube at second number. Most of the youth uses social media for 2 hours daily (actual result may vary) and monthly packages is most common in use. All types of content (religious, informative, entertainment) are shared among youth and for entertainment also all types of content (chat, meme, reels, videos, etc.) are used by youth. Most problematic part for youth is identifying the fake ids. More than half of the respondents agreed that social media is beneficial in field of education. In contrast more than half of the respondents agreed that using social media is wastage of time and it

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deteriorate our social norms and also it affects negatively on the study of youth. More than half of the respondents agreed that social media promotes unethical pictures, video clips, and images; also, useless information which creates ambiguity and confusion in mind of youth. Religious hate is also spread among youth by antireligious posts and links. All this is the most serious topic which should be considered by our government bodies and the social media regulation to balance that all. 85.2% respondents agreed that social media is becoming a hobby of youth to kill the time and around more than half of the respondents are uncertain about the positive effect of social media and the positivity of the links shared in it. Majority of the respondents agreed that social media plays an important role in betterment of the society and it creates awareness among youth also the social media is a great source of knowledge and information.

Majority of the respondents that agreed that social media is useful to connect the people all over the world. It is essential for getting new skills, political awareness, and facilitates to advertise the search business for youth.

The usages of the social media are in progress since the early years of the 21st century in India. The social media is utilized by the population belonging to different age groups but the youth population is at the forefront in the social media sites in all over the world and especially in India. The old perception of the socio-political development of the society in India through traditional elites and the clan groups has significantly changed into the new phenomena of social networking and online conferencing through the social media. The social norms of the society have weakened in the age of social media format and influence from individual to collective group efforts and progression. The majority of the sampled population of this research agrees with this argument. Majority of the sampled population is agreed with this argument that the positive use of social media forms can brought socio-political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It is also useful for advertising, job hunting portals, publishing research articles and other techniques etc.

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