A Literature Review Study Focusing on the Various Cause and Effect of Social Media Usage among on the Youth

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Abstract: In this modern world, Technology plays a major role in terms of communication, wherein it can justified with that of the extensive use of the social media has been on the rise among the new generation youths. The social media is having a major impact on new generation youths, positive as well as negative. The social media provides the golden opportunity among youth to exchange the new ideas and discuss about their innovations, issues and opinions. In this paper, researchers majorly focus to find the effect of social media on youth by past recorded data from a comprehensive literature review. Wherein, research contributions majorly taken out from the period of study carried out, especially between 2012 to 2017 year by various researchers are reviewed. The detailed study of literature review revealed that the major factors on which social media has its impact on youth include their health issues, academic performance, addiction of social networking sites, personal relationship, overall behavior and privacy issues.

Keywords: Social Media; Social Networking Sites; Behavioural Changes;

I. Introduction

On-going through the past two decades about the impact of technology hasn’t affected much among the lives of individuals. But at the present scenario, right from its inception, social media as a technological platform which plays a predominant place in the life’s of individuals that too among the youth, it has been an inseparable medium and plays a significant role in both personal and professional lives. Another Major factor to be accepted towards the growth of social media usage was happening through the introduction and launch of smartphones, which further boosted the youth to make use of such smartphones with high internet connectivity towards the usage of social media in the most sophisticated manner. The Youth started to use to the social media platform too early in their life stages without knowing the major causes and effect through which they’re going to come across in their lifetime. In general, Social Media acts as a central medium and helps each and every individual to connect with their friends, family members and all other professional contacts in a more active manner by keeping in touch on a regular basis. One way social media helps the people to share their information in a most successful manner with ambitious phase and at the same time it helps the like-minded people to come together at one place, wherein they can through the their thoughts and feelings among other peer group members in a most significant manner, where it helps very one to understand much better than before. As Experts feel that after the introduction of social media, communication and sharing of information becomes easier when compared to what we had earlier before, Even many of us would definitely agree to that introduction of social media has brought a vast change among the individuals life’s. There are some advantages and also some disadvantages of social media usage among the youth, wherein it purely depends on the way they handle these social media as a technological platform within a certain limit. If such limit exceeds, then as an individual, they would become more addicted to such medium and which in turn affects their health both psychologically and physiologically. Increase in the spending long hours of chatting in the social media causes many problems to the youths like not to be able to be self-dependent and instead they depend more on their parents and families. The long working hours by wasting their time going online on social media can be channeledized and education for instance to be provided to the youths through online tutorials and they need to make use of those good online research materials.

Therefore in this literature study, the researcher would like to find out in what are all the ways youth gets addicted towards the usage of social media and what would be the cause and effect of those social media usage among those youth was deeply vision. Here the researcher would like to find how far these social media have created damage among the youth both psychologically and physiologically.
II. Review of Literature

Masood Badri, Ali Al Nuaimi, Yang Guang, Asma Al Rashedi (2017) carried out a research study focusing on the performances and learning attitude of the students while making use of social networking sites and researcher tries to know their significant relationship of social networking site usage and outcome of the students' performance. This research study was carried out in Abu Dhabi. The main objective of the research was to explore the children’s attitude with regard to social networking, reasons for using social networks, things done on social networks, and topics used. The authors had used an appropriate survey instrument was designed to capture several principle constructs. The constructs (or dimensions) included the perception of school performance, reasons to use social networking, student’s attitude toward social networking, things are done on social networking, the effects of social networking, and the negative aspects of social networking. To design the survey instrument, several sources were examined and used. These included Department of Media and Communications, LSE, 2010-EU Kids Online II Questionnaire, the Ofcom (2014) Young People’s Media Usage Survey, and the Australian Communications and Media Authority (2012) survey of children and young people’s use of social networking sites. For analysis part, the authors had taken Structural Equation Modelling (SEM) to test a hypothetical social network model with applications to a sample of 34,896 school children in Abu Dhabi. These Usage of the Structural Equation Model reveals the relationship among the learning attitude and performance of the students with help of social media has been clearly postulated and it clearly defines the strong correlation among these factors like learning attitude and usage of social media helps in the performance of the student.

Suman Ghalawat, Sunita Mehla, Amita Girdhar (2017) carried out a research work primarily concentrating on a study focusing on the usage of Social Networking Sites among the College Students and also the researcher would like to know how it affects their demographic profile in a more dynamic manner. The main objective of the research was to identify the factors related to the services of social networking sites among students and to determine the relationship between demographic variables and factors influencing overall satisfaction with the services of social networking sites among students. The sample size of the research work was 200 respondents from Hisar district of Haryana and period of data collection was January 2016 to April 2016. The authors had used the simple random technique, factor analysis and ANOVA for the proposed work. From the findings, the authors found that demographic variables have a significant relationship with the factors influencing overall satisfaction with the services of social networking sites among students.

Geeta Rai (2017) performed a research work on “Impact of Social Networking Sites (SNSs): Are Youth affected by its usage?” The main objective of the research examined the usage pattern of social networking sites among the youth of today’s generation. The sample size of the research was 700 respondents between the age group of 13 to 25 years in the Garhwal region. From the findings, the authors found that Facebook and Google + are the most preferred social networking sites amongst the adolescents and young adult. The findings of the study reported that the purpose for which SNSs are using the maximum is for communication and to update oneself of the latest happenings going on around the world while entertainment and socializing is a close second option. Thus SNSs are being used for social benefits while it is still to be utilized for educational purposes. Hence, the study is useful to the parents, teachers, educators in particular and society in general to understand the behavior of the youth of today.

Akashdeep Bhardwaj, Vinay Avasthi, Sam Goundar (2017) performed a research study on “Impact of Social Networking on Indian Youth”. The main objective of the research was to investigate the extent of social networking impact on the Indian youth. In other words, we can say that it’s an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking addiction. The sample size of the research was 532 respondents. The Outcome of the research findings reveals that the majority of the respondents spent more than one hour for accessing the social media in their day to day life and also its been found that most of them accessing the social media during early morning hours. The major and important findings say that most of the users are much addicted to the usage of the social media usage, even though they know about the significance that it would affect their health in both psychologically and physiologically.

Calancie, O., Ewing, L., Narducci, L. D., Horgan, S., & Khalid-Khan, S. (2017) carried out a major research study focusing on how these social networking sites create impact among youth with greater anxiety and simultaneously tries to find out Facebook creates stress among adolescents. The main objective of the research was to explore the impact of social networking sites on youth, especially for Facebook users. The authors had used the purposive sampling technique, which was a non-probability technique used in a qualitative inquiry to strategically and purposefully select information-rich cases. The approach contrasts with the sampling techniques used in quantitative research that aim to achieve equalized representation to permit the generalization of study findings. The participants for the proposed research work was those, who had some anxiety disorders among the age group of 13 to 18 years. The authors had to find out six themes based on the analysis and discussion with participants on their perceptions and experiences of Facebook. Finally, the authors had concluded that various mechanisms through which Facebook may contribute to anxiety in adolescents with anxiety disorders.
Rashi Ahuja, Aradhna Bharadwaj (2016) performed a research work on “Impact of Social Networking Sites on Indian Youth: Boon or Bane?” The main objective of the research was to find out whether the social networking sites are a boon or bane for the youth of India. The authors have explained both the positive as well as the negative impact of social networking sites, which are Ease of staying in touch with people, Access to Varied Information, and Staring a social movement, as well as negative points, are Time Wastage, Poor Relationships, and Effect on Health. The study shows that anything done in moderation enhances the positive impact of a particular thing and reduces the negative impacts. According to the authors, students should get the choice to spend time socializing in an effective way. It should not hamper their school or college performance. Students should be helped in developing the cognitive and intuitive ability via awareness which will help them in analysing how much time they want to spend on social media.

S Kavitha, R Bhuvaneswari (2016) performed a research study on “Impact of Social Media on Millennials” – A Conceptual Study”. The main objective of the study was to identify the Pros and Cons of using Social media among the Millennials and analyse the impact of social media on Millennials. The term ‘Millenials’ refers to persons born between 1980 and 2000. The authors had explained the pros, cons, and impact of social media on Millennials in detail. Finally, the authors had concluded that Social media is having a major impact on the personality development of the Millennials. Overcoming the negative impact of Social media, it should be using the medium in a constructive way by the Millennials.

Prakash Kuppuswamy, S. Nithya Rekha (2015) performed a research study on “The Effect of Social Networks Media on the Quality of changes in the person's lifestyle: A study report on Kingdom of Saudi Arabia and the other Middle East”. The main objective was to find out the effect of social media on the person's lifestyle of the Kingdom of Saudi Arabia and the other the Middle East. They have also explained the factors which affect the person's lifestyle, which is social networking sites and social media applications. This study clearly defined the role and responsibility of the individual person, Saudi community, Social media and government for the fair use of Social networking media. Finally, the study shows Social media in the Arab world has been involved in gathering people around social causes and political movements, enhancing citizen journalism and community participation, creating a good environment for debate and interaction between governments and their societies, and enhancing modernism and cooperation within the government.

Parvathy J, Suchithra R. (2015) performed a research study on “Impact of Usage of Social Networking Sites on Youth”. The main objective was to analyse the impact of social networking sites for youth. The authors have taken a sample of different age groups as teenagers, youth, and adults. The study shows the positive effects as well as negative. From the research results, it has seen how Social Networking Sites (SNS) is being misused to defame an individual through various bullying methods. Also, it brings out the lack of concentration in normal activities on youth and points out the change in the behavioural attitude of them.

Tejas B. Shah, Marteen H. Patel (2015) performed a research work on “The Effects of Social Media on College Students”. The main objective was to find the effect of social media on youngsters. The sample size was 100 and place was J. Z. Shah Arts & H. P. Desai Commerce College, Amroli, Surat, Gujarat for M. Com Students. The main findings of the research were based on seven Questions. It was observed from the research students need to create a balance between the use of SNS and studies. Students and young adults should always make out special time for using the SNSs and not to devote all their available time to it.

Annapoorna Shetty, Reshma Rosario, Sawad Hyder (2015) performed a research work on the Impact of Social Media on Youth. The main objective was to check the effect of social media on youth, to check out the benefits and favour form of social media for youth and to determine the attitude of youth towards social media and finding the total use times of social media. The sample size for this research was 100 youth people. The primary and secondary data had used in this research. From the findings, the authors had found the use of the social media in the right direction and utilize social media favourable and appropriate manner to its users. The authors also mentioned that the Positive use of social media can develop the youth’s academic career, their skills, better living style, to adopt new trends and fashion.

Khurana N (2015) performed a research study on “The Impact of Social Networking Sites on the Youth”. The main objective of the research study was to create an immense level of awareness among the youth exposed to such social networking sites and findings will not only bear results as to how adversely and positively is the youth affected by the usage of these sites but also help the youth to understand the usage of these social networking sites efficiently. The sample size of the research was 100 respondents from the Delhi / NCR region. From the findings, the authors found that social networking sites serve their purpose of connecting them with people all across the globe by not hampering their work hours and schedules. The target group prefers spending an abundant amount of time on these social networking sites with an average of more than 2 hours a day which keeps them away regular work and natural surroundings they actually belongs to. Their social gatherings are hampered because surfing these social networking sites keep them more involved for which they are bound to ignore other significant social events in their lives.
Akram Z, Mahmud M, Mahmood A. (2015) performed a research study on “Impact of Social Networking Sites (SNSs) On Youth” The main objective was to examine the impact of social networking sites on youth in twin city (Islamabad & Rawalpindi). The sample size of the proposed research was 270 respondents from two twin cities, namely, Islamabad and Rawalpindi. Out of 270 180 respondents were selected from four universities of Islamabad and the rest 90 respondents were selected from two universities of Rawalpindi. From the Analysis of data, the authors found that the majority of young people in twin city have access to the social networking sites and most of the people have availability of internet at home. Usage of SNS is influencing negative societal norms and values. It is concluded that many of the youngsters were using social networking sites such as Facebook, MSN, Yahoo, and Skype to connect with their relatives, family, and friends. Excess usage of SNS is affecting the studies and relations of the young people.

M. Owusu-Acheaw, Agatha Gifty Larson (2015) performed a research study on “Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana”. The main objective of the research was sought to assess students’ use of social media and its effect on academic performance of tertiary institutions' students in Ghana with a focus on Koforidua Polytechnic students. The sample size of the research work was 1508 taken from the students of Koforidua Polytechnic. The authors had used the Statistical Package for Social Science (SPSS) for analysing purposes. Finally, the authors concluded that the majority of the respondents had mobile phones with internet facility and had knowledge of the existence of social media sites. In addition, the study also shows that the use of social media had affected the academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance. The hypothesis H1 and H2 tested on time spent on the use of social media sites and relationship between the use of social media and academic performance revealed a strong positive relationship.

Indrajit Roy Chowdhury, Biswajeet Saha (2015) performed a research study on “Impact of Facebook as a Social Networking Site (SNS) On Youth Generations: A Case Study of Kolkata City”. The main objective of the research work was to identify positive as well as negative impact on the psychological factors that majorly affects the youths in Kolkata and also tries to assess how these Social Networking Sites (SNS) was becoming a touchy tool for a single person who used to share their trend able comments to others through internet access. The sample size of the research work was 50 respondents. The authors had used various cartographic methods for analysis purpose. After the analysis, finally, the authors concluded that Facebook as an app of social networking site has a great medium for communication among the user-friendly friends. Therefore, due to the technological advancement, the undergraduate and postgraduate students of Kolkata, especially younger generation had access to this Social Networking Site (SNS) regularly in order to be more aware of the contemporary issues of the society and to express their point of view accordingly to keep them lively. However, Social Networking Site (SNS) had several advantages and disadvantages where in the current happenings can be known through the usage of Social Networking Site (SNS) and it could be able help to move forward accordingly into the near future.

Shivani Arora (2014) had performed a research work on Social Networking-A Study of Indian Youth. The main objective of the research was to study the impact of Social Networking among the youths of India. For His Research He Had Collected a Primary Samples from around 150 No’s, Respondents are mostly belong to the age category of between 17-23 years of the age group of Delhi University. In his research he had focused more precisely on how social networking was helpful among the individuals' lives, also the researcher would like the user addicts towards the social networking site usage and spending time for using social networking was also an another parameter of the research. Then, overall by the usage of the social networking sites, how far it affects the individuals physiological and psychosocially. The Outcome of the research reveals that the usage of the social networking sites certainly had a good and bad impact among the individuals, where it clearly reveals that how an individual utilizes the usage of social networking sites. Also the researcher findings’ reveal that spending more time would certainly affect the health of the individuals in both physiologically and psychologically.

Purinat Yamakanith, P. Gurusamy (2014) performed a research study on “A Study On The Influence Of Social Networking Sites On The Interpersonal Relationships Of College Students In Chennai And Coimbatore Cities Of India”. The main objective was to examine the influence of SNS on interpersonal relationships with college students and also to construct a profile which can capture the college students’ usage pattern of SNS. Six hundred college students from ten colleges were selected from both Chennai and Coimbatore cities. The findings was the majority (39.2%) of both college students were using SNS 4-7 hours per week, (82.8%) of them agreed with they have changed interpersonal relationship with the members of family, (84.7%) of them said yes, that there were increasing the level of communication with the family due to the usage of SNS, (81.2%) of them said yes, that there were changing in the relationship with the family after using SNS, (81.5%) of them agreed with they have changed interpersonal relationship with the friends and (68.5%) of them preferred to use face book most. It was found from the analysis that the usage of SNS influences interpersonal relationships of college students.
Pooja Deshmukh, Sayali Deshmukh, Chandrashekhar Tathe (2014) performed a research work on “An Impact of Social Networking Sites on Youngsters”. The main objectives were to examine the Social Networking sites usage patterns of teenagers and the impact of Social Networking sites on their lives and behaviour of age. The sample size for research was 50. The Questionnaire method filled with youngsters having age group 18 to 29 years of age. From the research work, it had been found that Social Networking sites are very popular among the youths with the majority of them stating that they are active members of social networks.

Madhur Raj Jain, Palak Gupta (2012) performed a research study on “Impact of Social Networking Sites in the Changing Mindset of Youth on Social Issues - A Study of Delhi-NCR Youth”. The main objective was to study the awareness level and usage of Social Networking Sites. Similarly to find out the level of trust over the information received from Social Networking Sites which in turn creates a great impact through information received through this Social Networking Site. In this research study, the researcher had explained the importance of Social Networking Sites as well as their significant impact on social issues, which are Corruption, Power of Facebook, Connotation of Blogs and Integrating Communities. The research study results reveal that social networking sites are acting as a great medium for view mobilization. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues and also it was found that women’s are spending less time on these Social Networking Sites mainly for 10-30 minutes compared to Men’s.

III. Major Findings and Conclusion

The researcher’s primary focus was to find out how effectively the usage of the social media affected the youth both on physiological and psychological manner because the usage of Social Networking Sites among the youth was found to be in a dominant manner. Also, researcher could be able to identify how far these usages of social media had created a positive and negative outcome among the individuals. These Outcomes majorly dependent on how they had utilized these social media as a platform towards sharing information and communicating among their peer groups has abundantly resulted in such a way, where the adaptability and usage among the individuals could create a vast difference among those individuals. At the outset among the youth, they have determined their own limits and boundaries set on their own to when and how to use these social media as a technological platform irrespective of their impact created between the individuals. Thus the researcher would like to conclude there is an ambitious scope in this area to do extensive research by considering the different set of target audience, where these social media has become one among the predominant factor to use in everyday life towards sharing information and communicating among our target groups in an effective and efficient manner. Hence, I request the future researchers to focus on more concentrating on the social media access towards behavioral, technological, academic aspects so that it would reveal more research insights in it.

IV. References


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