The Impact that social media has had on Today's Generation of Indian Youth: An Analytical Study

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Abstract— Social media has become a daily habit in most people's lives. People of all ages participate in social media, and the average Indian devotes nearly 2.4 hours per day to this one activity alone. People are able to voice their concerns and share their perspectives through the medium of social media. When it comes to understanding social media, people must first be comfortable with the notion. Users can communicate with one another and share information, thoughts, opinions, images, and videos via Internet-based programmes known as "social media.. In order to access content, share content with other users of that social media platform, and converse with other users of that social media platform, an individual must first sign up for an account and then sign in to that account. Facebook, Twitter, WhatsApp, Snap Chat, Telegram, and LinkedIn are just a few of the most prominent and frequently used social networking platforms today; others include Snap chat etc. It's noteworthy to observe that most of these social networking sites have a disproportionately high proportion of teen users. In India, adolescents and teenagers between the ages of 13 and 19 make up 31 percent of the overall number of people who use social media (Statista, 2021). Users in India between the ages of 18 and 24 make up the majority of Facebook and Instagram users in the country. We take a descriptive and analytical stance when discussing social media and its effects on young people, both good and bad, in this study. We heavily rely on the thematic analysis tool MAXQDA to draw a conclusion. We discuss all facets of social media, including both positive and bad effects. Specific areas including business, education, society, and young people are highlighted.

Keywords— Youth, social media, Society, Impact, Education.

I. INTRODUCTION

Social media is now an important part of modern life and is used for everything. Social media is becoming an important part of modern life, and people use it for many things, like business, education, shopping, and sending emails. People's lives are changed a lot by how they use social media. Examples of social media platforms where people can easily connect with one another include social networking websites and blogs. Since social networking sites like Facebook and Twitter became crucial tools for news, journalists and their organisations have been performing on a high wire. People visit these areas often. Most definitions of social media involve "affordable, widely accessible electronic tools that allow everyone to post and access information, work on a project, or develop relationships." Facebook and Instagram had 98.2 million and 70 million 18–24-year-old Indian users, respectively.

Over the past 25 years, social media has received a lot of attention, which has led researchers to examine how social media impacts our society. Even while almost everyone in the neighborhood is signed up for at least one social networking site, kids and teenagers are the most passionate and devoted users. According to professionals in this sector, these social media platforms have a significant negative impact on our children's morality,

behavior, and educational outcomes. Children and teenagers can have fun, interact with others who share their interests, and learn new things about themselves and their family relationships using social media. It carries on from their prior contacts, both online and off, in this regard. It's frequently an important factor in how older teenagers connect with others, especially their friends. The study found that 86 percent of non-adult users in India have access to Smartphone's. 85 percent of them claim to use social media, and the majority of them spend five hours a day online.

Outside of YouTube, young people are increasingly watching videos via OTT providers. In the first five months of the epidemic, social media usage increased by 70%, while user posting activity on platforms such as Instagram, Facebook, and Twitter increased by 45 percent (Ahmed, 2019). As a result, it is clear that the dependency has grown in such a short period of time. Social media use has both positive and negative consequences on today's youngsters. The goal of this research is to provide light on the effects that social media, in particular, have had on this generation of Indian youth. These consequences could be both favorable and bad.
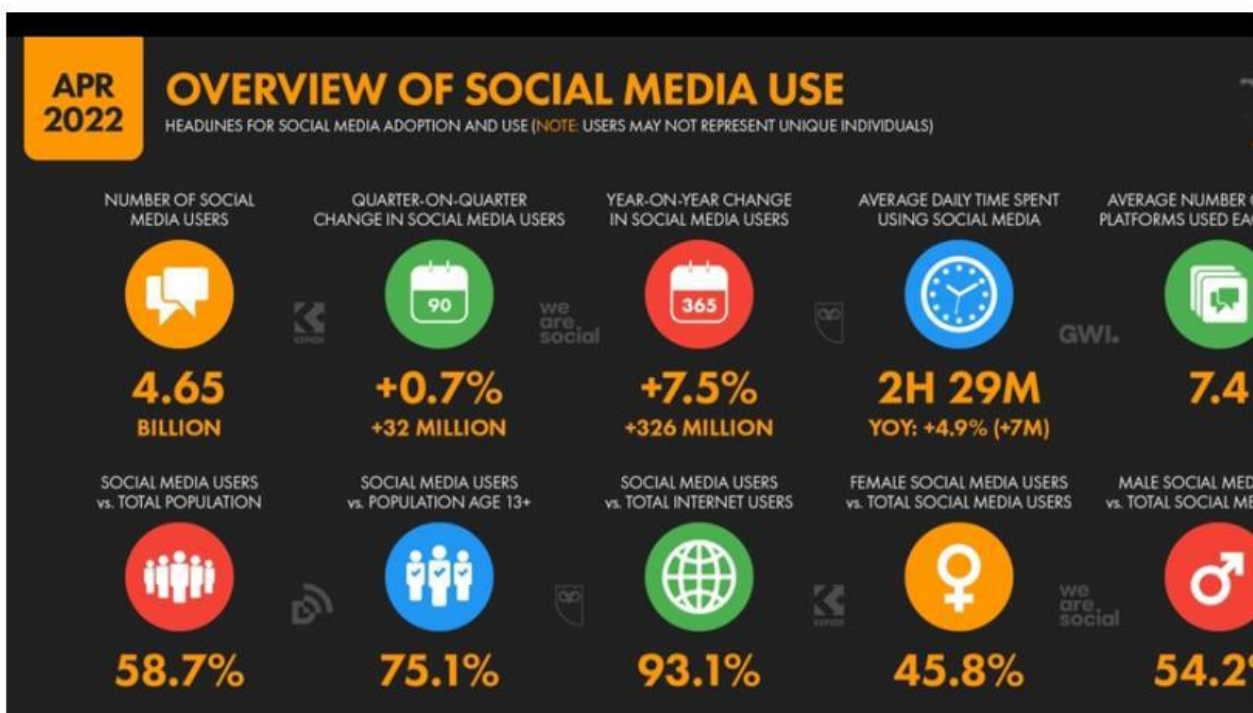
Source: Global Social Media Statistics- Data Reportal.

II. OBJECTIVES OF THE RESEARCH

The purpose of this research is to investigate and evaluate the effects that social media have had on young people in contemporary India as well as on society as a whole.

III. METHODLOGY

An analytical and descriptive technique was used throughout this investigation. Both primary and secondary sources of data were used to examine the effects of social media on Indian youth. Secondary data that was gathered from dependable sources, including books, websites, newspaper articles, various Indian reports, and a number of international journals and magazines, were qualitatively analyzed using the theme analysis programme MAXQDA.

The research is qualitative and aims to produce a conclusion.

IV. STUDY SCOPE

India's youth use social media for many reasons. 92% of college students use social media, according to studies. Thanks to technology, we can access social media anytime, anywhere. These include laptops, iPads, pocket PCs, and entry-level internet-capable phones. Social media use reduces young people's productivity. Instead of being autonomous, teens become dependant on family and parents. By employing online classes and research tools, one can better use the hours wasted on social media. Social media facilitates identity theft by giving a platform for online harassment and theft. Personal information stored in places the children don't know about or whose security is

uncertain or doubtful puts them in danger for a variety of reasons. Current emphasis on social media's effects on the public and Indian youth. Business, education, shopping, emails. Social media changes lifestyles.

People can easily connect on social networking sites and blogs. Since Twitter and Facebook became news tools, journalists and their organisations have walked a tightrope. People regularly visit these places. Most definitions of social media refer to "affordable, widely available electronic technologies that allow anybody to publish and access content, collaborate, or build relationships." 18-24-year-olds in India have 98.2 million and 70 million Facebook and Instagram accounts, respectively.

In the past 25 years, social media has received a lot of attention, prompting experts to study its impact on society. Children and teens are the most passionate and committed social media users, despite almost everyone being linked. According to experts, social media negatively affects children's morality, conduct, and education. Using social media, kids and teens can have fun, make friends, and learn about their identity and family ties. It's a continuation of their online and offline encounters. It affects how older teens connect with their peers. According to the data, 86% of Indian non-adults have Smartphone's. 85% of them use social media, and most spend 5 hours a day online.

Youths increasingly use OTT video services outside YouTube. In the first five months of the pandemic, social media usage rose 70% while posting activity on Instagram, Facebook, and Twitter rose 45%. (Ahmed, 2019). The dependency has multiplied in a short time. Social media has positive and negative effects on today's youth. This study examines social media's impact on Indian youth. They're both nice and awful.

V.   REVIEW OF LITERATURE

"Social Networking Sites: Blessing or Curse for the Society? A Fast Read from 2017" We are radically changing how we connect, communicate, organize, form ideas, and even shop as a result of social networking. Boundaries are becoming hazier, transparency is expanding, and fluidity is being created in everything we do. Today, businesses of all sizes are obligated to acknowledge and accommodate the power of social networking sites.

In her piece, Sherri Gordon (2022) covered "Surprising Ways Your Teen Benefits from Social Media." According to her opinion, news stories about cyber bullying appear virtually daily. It is not surprising that the

majority of parents associate social media with something that is detrimental for kids when you consider this and the fact that those who are the targets of cyber bullying frequently experience serious repercussions. And while it's crucial for parents to establish positive social media usage behaviors in their children, such as setting limits and keeping an eye on their online activity, it's also critical to understand that social media is not necessarily a bad thing. It only turns into a problem when individuals abuse it for taunting, humiliating, and rumor-mongering. In fact, research demonstrates that using social media has several advantages.

The article Why Social Media Is Significant in Education, which was collected from Sourceessay.com, emphasised how important social media is in various disciplines, including education. Consequently, the first query is, "What is social media?" Social media is a collection of numerous websites and applications that encourages users to exchange all kinds of information. Users can get assistance from and share their views, information, and details about their professions, career interests, and many other things on social media, which is a very engaging platform. These concepts can be distributed through a variety of networks and communities. Numerous businesses can engage with their target audiences, and these businesses can hire prospects by advertising job openings on social media. Candidates can search for the job of their choice by taking use of social media networks.

Young Indians' mental health and social media Dr. Sukriti Chauhan and Shireen Yachu, 2022. Using an instrument effectively determines its effectiveness. Systemic and current concerns with social media regulation must be addressed, especially when limiting access for pre-teens. Young people between 18 and 24 spend so much time on social media apps—Facebook and Instagram alone have 97.2 million and 69 million users in India from this age group, respectively. Continuous use promotes exposure to dangerous information, behavioral changes, inferiority feelings, and cyber bullying, all of which affect mental health and can lead to problems.

In 2016, Shabnoor Siddiqui and Tajinder Singh evaluated social media's positive and negative effects. The empirical study found that social media allows people to express their challenges and viewpoints. Before understanding social media characteristics, people must know what it is. Social media are computer tools that help people share information, thoughts, photos, videos, and more. This essay discusses the good and bad of social networking. Business, education, society, or youth are featured. This essay discusses media's social effects.

Akashdeep Bhardwaj wrote "Impact of Social Networking on Indian Youth-A Survey" about how young Indians are increasingly adopting social media. Modern life is inconceivable without Facebook, YouTube, Instagram, Whatsapp, LinkedIn, and Twitter. The new social networking culture is popular. India's culture and conventional social interactions are shifting, according to reports. Influence and usage of modern social media platforms in India have only been studied and theorized. The study examined how social networking affects young Indians. Since a country's and culture's future depends on its youth, the authors targeted them. The article analyzed social networking's usage and effects to determine addiction.

VI.   DISCUSSION AND RESULT

Despite the younger generation's early enthusiasm for social networking, India's new social culture has been accepted by all age groups. Thanks to faster internet and smart phones, social apps are no longer a waste of time. Initially, only organisations and enterprises used social networking sites like Twitter, Facebook, and WhatsApp to communicate with colleagues, customers, and clients. Social networking now includes friends, relatives, and previous coworkers. Social networking offers information, movies, a bigger social circle, self-expression, and learning opportunities..

The public has recently reacted negatively to reports alleging that Instagram and its parent corporation, Facebook, have a harmful impact on youth. Also disclosed by Facebook whistleblower Frances Haugen is that huge social media corporations prioritize business over the emotional health of young people. In this way, the impact of social media applications and websites on Indian youth has been brought to light.

6.1 Positive Impact of Social Media

Social media sites like Facebook and Twitter foster a sense of community and acceptance among teens and young adults. Even more so for individuals who feel stigmatized, such as LGBT kids. During the epidemic, it was evident that it had a widespread impact, bringing together people who had previously been isolated from one another. Using social media to motivate and inspire young people to adopt healthy behaviors can be a powerful tool. Positive role models for teenagers can also be found on the internet. During the adolescent years, young people are trying to figure out who they are and where they fit in the world. Teenagers can use social media to learn and practise identity development skills.

According to the results of one study, young people who voice their thoughts on social media are happier. Use it to gather data that can afterwards be used for study in the field of mental health. Through addition, therapists and other professionals can connect with each other in online forums, allowing them to enhance their knowledge and influence. Teens' use of social media has given them a platform to advocate for themselves. When used appropriately, this has the potential to have a profoundly good effect. Students can reach a receptive audience on social media and receive an open and honest reaction. If they choose to pursue this skill professionally, they can use the response as a roadmap to help them develop a platform to express their creativity and ideas. Instagram is a good place to start for a new artist, for example. As a matter of fact, many young people are making a full-time profession of it. Teens' self-esteem and inventiveness can soar because to the power of social media. It opens up a whole new universe of possibilities for today's youth. As a result of these tools, students are encouraged to use their imaginations to interact with their peers and a broader audience.

Social networking is important in school and other fields. Social media apps and websites share information and expertise. Social media users can get help, share information, and discuss careers, interests, etc. These ideas can spread through groups and networks. Firms can advertise job vacancies on social media to attract and hire competent candidates.. Candidates might also use social networking platforms to search for a job that interests them, as well. The increased use of social media by businesses has opened up a plethora of new possibilities. Managing firms online, uploading data, exchanging information, online advertising, online lectures, online writings, and other online works have resulted in a need for employees and produced job prospects. Friendships are an essential part of adolescence. Healthy friendships provide children a sense of self-acceptance and a sense of belonging in the world around them. It's also important for friends to speak truth into their life and encourage them to pursue their dreams. More than that, studies suggest that preventing bullying can go a long way when you have at least one strong friendship. Teenagers who are socially isolated or lonely are more likely to be targeted by bullies. In contrast, kids who have a tight-knit circle of close friends are more likely to be shielded from bullies. Among the many ways social media has aided and encouraged women's empowerment is by bringing the global community's attention to the rights of women and by challenging gender discrimination and stereotypes around the world. The power of social media can be harnessed to make a difference in the lives of others. They learn about

important concerns not only in their own neighborhood but around the globe. One such young activist is Greta Thunberg.

6.2 Negative Effects of Social Media

Teen sadness and social media use go hand in hand, according to some research. Young people with mild to severe depression were nearly twice as likely as their peers to use social media on a regular basis. Social media is a place where teenagers spend a lot of time looking at the lives and photographs of their friends. Young individuals are more prone to have low self-esteem and a negative body image, which can increase depression and anxiety. Since social media use has expanded, time spent on harmful activities has increased. Vamping, or staying up late to check social media, promotes sleep deprivation. When it comes to socializing, adolescence is a critical period. Teens, on the other hand, have fewer opportunities to practise these skills because they spend less time with their friends face-to-face. In the same way that other addictive activities build a pattern of stimulus, teen social media overuse has been demonstrated to do the same.

People's preconceptions and misconceptions about others can be reinforced through social media. This is made worse by the sensation of belonging that comes from meeting like-minded individuals online. Consider the Flat Earth Theory. Many teens have committed suicide as a result of cyber bullying or trolling. In addition, youths who engage in cyber bullying are more likely to report substance abuse, hostility, and delinquent behavior than those who do not engage in cyber bullying. Children in the United States report that over half of them have been made to feel uncomfortable, bullied, or engaged in a sexual encounter while using the internet. Over half of those who have been sexually exploited on the internet are between the ages of 12 and 15, according to another survey.
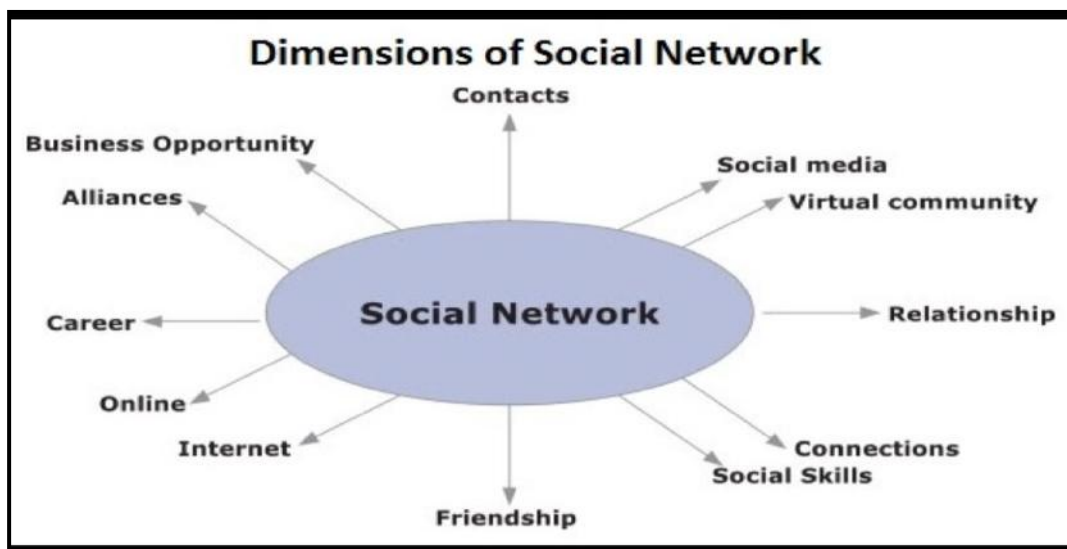
Source: www.drishtiias.com

6.3 The Best Course of Action

Regulating social media by making social media sites accountable for not targeting youth as consumers or potential consumers is the goal of this strategy. In this way, the algorithms will be more geared toward adults, rather than teenagers. Content filtering, or "Safeguards," Adult content, such as gambling or other potentially harmful, abusive, exploitative, or commercially motivated content, should be forbidden from being recommended or amplified on platforms. Standards of Ethical Design are needed. The concepts outlined in these guidelines are aimed at helping tech businesses avoid, avoid, and discourage digital distractions while also emphasising the need of human learning for ethical reasons. Remember the

digital gap in India, especially in education, it's vital to remember.

Those from less advantaged backgrounds should not be penalized because of a policy decision made in the name of youth protection. Data Localization, third-party digital audits, strict data protection laws, and other forms of government regulation are all examples of this type of regulation. Certain features like "auto-play" sessions, push notifications, and more significantly, creating goods that do not target kids. Parents, schools, and the general public all have a vital responsibility to play in ensuring that social media is used in a safe and appropriate manner. Use Parental control and limit screen time, talk to your kids

constantly about what they're up to, and encourage outdoor activities.

6.4 The relationship between social media and society

As a marketer, you must go where your target audience is, and social media forums are the best place to do it. People expect to communicate with you via social media since it's a means for you to stay in touch, receive feedback and recruit new staff. Consequently, you need to embrace social media in your environment to enable innovation, increased productivity and rapid growth that will drive your organization. Social media has had a profound impact on our lives. In today's world, social media has altered the way we communicate, raise awareness, and make money.

Social media, on the other hand, can lead to addictions, a shift in privacy definitions, scams, and the dissemination of antisocial messages. For the globe as a whole, social media may be both good and bad. These social media platforms, such as Facebook and Twitter, can be used in a variety of ways. The very nature of social media makes it vulnerable to misuse, overuse, and exploitation. Social media's power, on the other hand, is likely bigger than the combined power of any individual, family, country, or even country's rulers. There is also the question of whether such great power is a blessing or a curse.
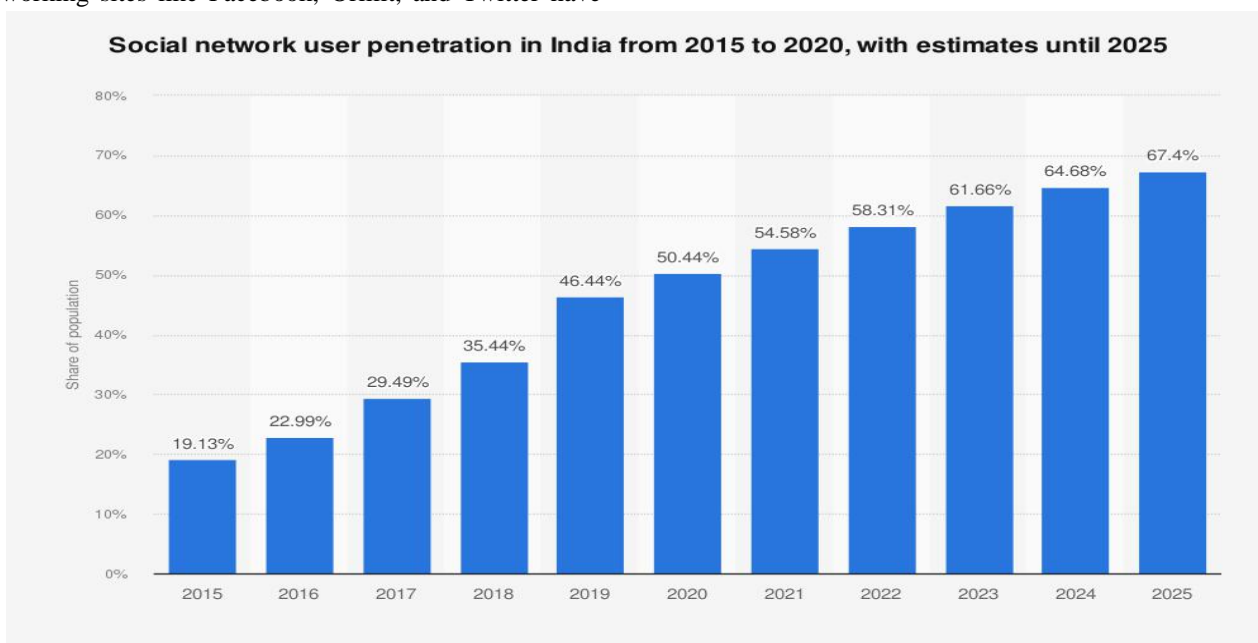
Well-used social media can be a powerful tool. This was a big change. First time people's voices and opinions made something greater than themselves Social networking sites like Facebook, Orlillt, and Twitter have proliferated online, allowing strangers to become friends and facilitating contact.

If you have an internet connection, you can instantly communicate with your family and friends throughout the world. Letters and telegrams used to take days to get at their destinations, but now we don't have to wait to hear from our loved ones because of social media. Turning the narrative around, let's look at the positives and negatives of various social networking sites.

Businesses can do market research about the products and services they are promoting by using social media. Businesses can use consumer feedback to improve their products and better meet the needs of their customers. Examples of such websites include: opinions.com, which was created especially for users to rate, appreciate, and critique newly released items and services to the public. Here are a few more benefits of using social networking sites.

You can communicate with your clients and potential consumers quickly and easily via social networking sites. If you have a page or profile, you can post a message to let others know about upcoming deals, promotions, or events. A excellent way for business owners to locate new employees or even business partners is through social networking platforms like LinkedIn. For business owners, this is the most significant benefit of social networking sites. There are a number of social media platforms that allow you to chat about your business, your services, and even show off your industry knowledge.

Social network user penetration in India from 2015 to 2020, with estimates until 2025

Year	Share of population
2015	19.13%
2016	22.99%
2017	29.49%
2018	35.44%
2019	46.44%
2020	50.44%
2021	54.58%
2022	58.31%
2023	61.66%
2024	64.68%
2025	67.4%

Source: Statista digital Market outlook 2022

Advertising to a highly targeted audience on social networking sites such as Facebook and Twitter can be done for as little as pennies. It's a great way to target exactly the type of customer you want to attract, while saving money over traditional marketing methods. A person can create trust and credibility with their audience by regular interaction and blogging, which in turn can lead to increased business.

Social media, on the other hand, had its share of drawbacks. Young people's solitude is a major drawback. To put it another way, even when teenagers talk to each other, they do so over a mobile phone or computer, respectively. They become isolated from the rest of the world and dependent on the Internet for their daily needs. Students and children who have been exposed to such websites have shown a growing number of troubling behaviors.

Adolescents may also talk to people they don't know, which is a problem. There are many risks on the Internet, and one of them is the draw of those who lurk there with malicious intentions. Our society's behavior is another way that social media can be harmful. Using social media may lead to less effective work due to people's tendency to pay attention for shorter periods of time on the sites. In addition, teenagers are known for abusing social media and using it to gain attention.

Social media implies connection, but it's not particularly good at that. Abusing Facebook by seeking and accepting thousands of 'friends' distorts relationships. Because of dispersed ties, many people don't know their 'friends' These fading ties are a ruse. When social media is abused in this way, its intended functions, such as building relationships, are transformed

The concept of privacy has undergone a sea change as a result of the rise of social media. Internet users in the past had a strict policy of not revealing any personal information. Even if social media has made us more comfortable with sharing our personal information, it has also made us more vulnerable to identity theft. In a matter of seconds, strangers can rob you of your money, property, and other valuables. As a result, we must exercise caution while disclosing sensitive personal data via the internet. In order to benefit oneself, scamming people on social media might be done. When it comes to the nature of a community, social media is a major factor.

VII.   CONCLUSION

Digital technology's impact on youth will affect how they behave as adults and future societies. Bill Gates and Steve Jobs limiting their kids' digital use is interesting.

Technologies have pros and cons. Social media moderation is crucial. As technology advances, social media has become an integral part of everyone's everyday life. Different industries are affected. Social networking has greatly boosted students' collaboration. Businesses use social media to achieve company goals and enhance annual revenue. Kids use media every day. Even though social media has numerous benefits, it also has drawbacks. False information can undermine the educational system, an organization's productivity, social media's privacy, and blogs that encourage violence and inappropriate behavior. Social media's benefits outweigh its perils, but it shouldn't become an addiction.

Because social media is so simple to use, it is a boon to humanity. It's easy to stay in touch with loved ones and market your business at the same time. Because of the above-mentioned issues, social media may be both a blessing and a curse. It can either be a benefit or a curse depending on how it is used. If you're going to take advantage of Face book's power, you might as well take advantage of Twitter's power as well. Your acts on social media may be small, but the overall result could be massive. According to past research, the use of prominent social media sites on Indian culture and their degree of use, aims, and means of access are mainly compatible with this study's patterns. Social networking's sites help create culture, self-identity, relationships, and social, communicative, and technological abilities. Social media is a blessing to humanity since it's easy to use, cheap, and fast. Due to the above, social networking can be therapeutic. Depends on how it's used. You can abuse Face book's power or use Twitter to help others. You decide what role social media should have in your life.

The researcher came to the following conclusions based on what he or she learned from this study. A proposal to college and university officials is to regulate the use of cell phones during lectures. This means that the government must enforce laws from the heart and spirit in order to protect privacy and safety. There's no doubt that social media is a must-have in today's world, both for young people and for society as a whole. However, it's up to each person to decide how much social media should affect their lives. We need to make the most of social media if we want to get the most out of it.

young, the work would not be complete. We thank the social scientists who tirelessly worked on the paper's theme; their citations enabled us finish on time.

VIII. CONFLICT OF INTEREST STATEMENT

The authors affirm that they have no known financial or interpersonal conflicts that would have appeared to have an impact on the research presented in this study.

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