

THE INFLUENCE OF SOCIAL MEDIA ON YOUTH

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Abstract. *Social networking has become a common trend which has reached to almost every corner of the world. Currently, it has become essential to determine the impact of social media on the overall life of young people. From one year to the other the rate of technology is increasing at a very rapidly and the youth is the ones trapped in this rapid change. The use of social networking sites has detonated and grown into an online platform where people create and share content, bookmark it and network at a remarkable rate. Among the prominent users of the social networking sites are the youth. This research evaluates the impact of social media sites on youth's quality of life in different aspects. Social networking is changing the conduct with which young people communicate with their parents, friends and along with that how they make use of technology. To achieve this, an online survey was conducted which was filled by 95 respondents. The major findings revealed that social media has significant impact on youth life.*

Social networking sites grabs their attention and then focus it towards inappropriate actions that results in youth's distraction from studies and poor academic performance, depression, anxiety and other physiological issues.

Keywords- *social, media, network, anxiety, social networking sites.*

I. Research Objectives:

1. To determine the influence on social skills of youth due to social media usage.
2. To observe the association between youth's body image perception and of social media.
3. To examine the consequence of social media on the educational performance and learning capabilities of youth.
4. To figure out the influence of social media on self- confidence and self-respect of youth.

II. Introduction:

Since the past few years, technology has taken over and has carried out some major changes globally. Distance barriers have condensed due to the technological development and new mediums are being presented to connect the public globally. Almost two-third of the internet users visits social networking hourly or daily basis, thus helping as a communication and linking tool. The word social means interacting or engaging with people whereas the word media means medium or instrument (e.g. internet etc.). Social Media is defined as collection of online communication networks that allow user to connect, associate, collaborate and communicate globally. Some of the frequently used social networking websites are Facebook, Twitter, Instagram, snapchat, and Pinterest. These websites enable the users to share their pictures, ideas, plan events and to communicate with their loved ones immediately irrespective of their geographical boundaries. Social media and online interaction are considered to be a having an undesirable effect on communication and social skills of youth.in the past few years, when the social media did not happen, and face-to- face interactions were the only mode of communication. But now, in the era of networking and technology, social media interactions have replaced face to face conversations. Today, where networking and content sharing is the custom, youth is probably more likely to speak to friends and family through social networking sites rather than face-to-face.it is commonly observed that Often at family gatherings, peoples are devoted to their smart phones updating their statuses or chatting with their virtual friends, but nobody is truly appealing or interacting with the individuals present around them.

In this era of technology, for youth and people in their teens social media will remain to be the most chosen mode of communication.

However, this alteration may commence to disturb their abilities to communicate effectively. Another rising issue that has grabbed the attention of youth is body dissatisfaction.

Negative body image refers to have undesirable and dysfunctional thoughts and sentiments about one's appearance which seems to be increase in our young generation. Social media supports the idea of an ideal body since it can be associated to almost all channels of mass media. Everything from tallness, weight, body measurements, and body shape has become a complex part of this ideal normally women are the common targets of these ideal body depictions and commercials. Most of the images portray thinspiration and bonespiration which encourages the audience to have low weight and sometimes to have a body with distended collarbones, spines and ribs which is the main source of anorexia. Whereas a positive trend can be seen sometimes on social media which is fitspiration which inspires an individual to have a healthy and fit body

III. Literature review:

No doubt, social media has gained popularity all over the world due to the significant development in technology. Social networking sites such as Facebook, Instagram, twitter and snapchat are gaining admiration with the pace of time and due to their attractive features, the youth of today is attracted in a large number towards them. Social media provides youth new opportunities for online learning and plays a significant role to improve their vocabulary and pronunciation. Students have developed a strong habit of visiting different social networking sites that results in drifting away their minds from studies. Recent findings have showed that most of the youth is distracted from their studies and profession and have reduced their learning skills.

Despite of the distraction from studies they are developing friendly and social ties with the world that revolves around them. One vital effect of these networks is on the student's academic performance and several experimental studies have reported that the unnecessary uncreative time spent on social networking spots has poorly affected the student's grades.

It was found that 82.6% of the youth agreed that social media had a strong impact on their social life style. Most of the young people use social media before or after every activity they do, they don't interact with their fellows but communicate with their social friends and are becoming less social. Majority of youth uses social media for social purposes rather than educational purpose. Social networking sites affect language of young to some extent.

65% people think that social media helps them to maintain the bond with their socially connected friends and 33% agreed that social networking sites helps them to maintain a consistent interaction with their parents and teachers. The study has also found that youth also feel independence where there is no parental control and promotion of their social status among peers to show that one has many followers on the social network.

Many studies have demonstrated that there is a strong correlation between social media and negative body image. The perceiving of negative body in one's mind is due to the attitudes, beliefs, perspectives and values held by other social networking members. A research identified some themes of portraying body image on different social media i.e. thinspiration, bonespiration and fitspiration. Thinspiration and bonespiration content contained more thin and objectified bodies whereas fitspiration features greater prevalence of muscular bodies. Women who post fitspiration on Instagram are likely to engage in disorder eating and exercise

behaviours that are possibly harmful to their physical and mental health.

Virtual makeover is also used in pictures and especially in selfies not only because of dissatisfaction but for ideal online self-presentation. Also, idolization of body is also done for product promotion and positive encouragement for weight loss and body positivity as found in a study of Instagram hash tags.

Self-esteem among the youth using social media was comparatively lower in females in contrast to the males. Among youth, who were regular users of social networking sites, it was found that majority of the them felt depression and loneliness. The rate of anxiety and FoMo (Fear of missing out) was directly related with the number of sites the youth was connected to and the time usage spent on social media. Youth suffers from psychological disorders because they had been continuous victims of trolls on internet.

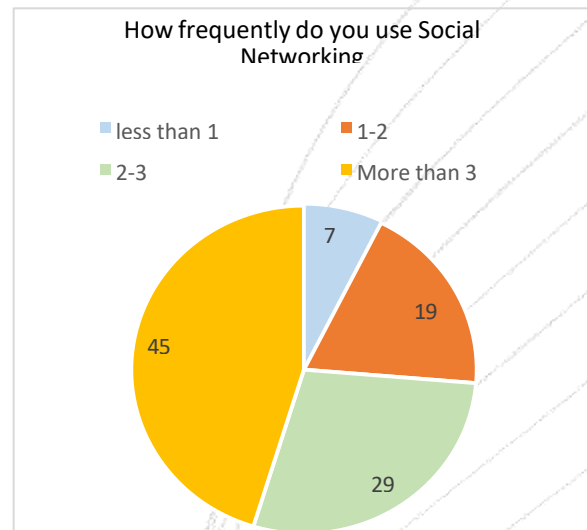
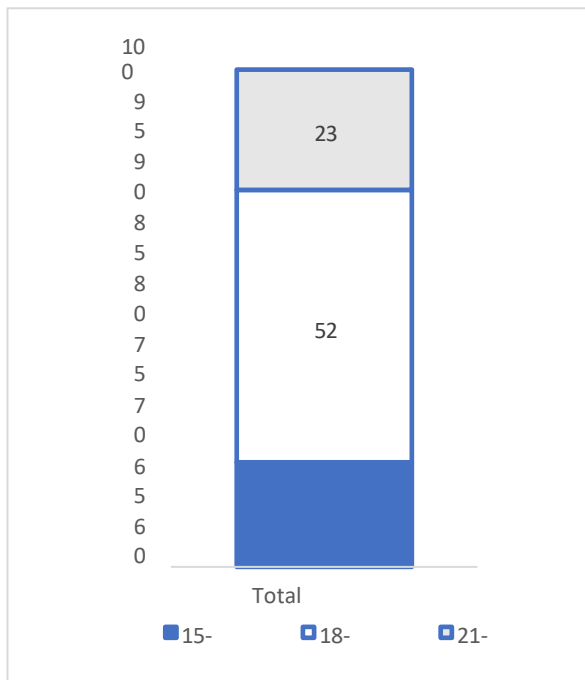
There was a strong link between 'Likes' on Facebook and self-esteem of youth. There remain negative and positive effects of networking and making interactions using Social media. Youth is accountable and responsible to decide how to moderate their usage and how to utilize social media in better ways.

IV. Methodology:

The method of research opt by us was simple and the purpose was to explore the youth's interest in social media and its influence on education, self-esteem, social life and body image concerns. The sample consisted of 95 participants, among which 65 were female and 30 were male within the age limit of 15-24. This survey related to social media and usage of social interacting sites amongst youth was circulated on social networking sites and applications between youth and was not limited to a college or school or a gender.

This survey is the main tool which is used as the mean to gather information in our research article. The survey analysed the practice of social media among youth and its influence in education, their social life, influence on their self-esteem and body image.

These were the questions which were asked: Exactly how much time do the respondents pass using and surfing on social media? How many public communication and networking sites do the respondents use and for how long they have been using social media? What are the main reasons for which the respondents use social media? Do they associate themselves to any other character on social media and is there any change that they made in their life style after using social media? Do they feel that social media disturbs or affects their self-esteem, and do they feel that social media has an influence on mental and psychological behaviour? Do the respondents feel that usage of social media leads to less emotional binding in relations? Do the respondents feel that they have improved their reading/writing skills after using social media for a long time? How much time do the respondents spend using social media? How many social networking sites do the respondents use and for how long they have been using social media? What are the main reasons for which the respondents use social media? Do they compare themselves to any other personality on social media and is there any change that they made in their life style after using social media? Do they feel that social media affects their self-esteem, and do they feel that social media has an impact on psychological behaviour? Do the respondents feel that usage of social media leads to less emotional binding in relations? Do the respondents feel that they have improved their reading/writing skills after using social media for a long time?



Conclusion:

No doubt, social media is and will always remain a vital tool in human life as far communication is concerned. The study discovered that the nature of social media is as a useful servant but a dangerous master which depicts that it is useful and harmful at the same time depending on the way, our youth uses it. Social media has numerous adverse influences on the quality of life in every aspect. We cannot dissent from the fact that social media is crucial platform that allows us to share photos, disseminate knowledge and information, to communicate with groups and fellows and provides broadcast and gossips, but we cannot tolerate it to become the focal point of our youth lives. It portrays unattainable beauty standards through images, advertisements, and articles resulting in anxiety, depression and lower self-esteem. It has made our youth to prefer virtual communication and made them uninterested in face-to-face communication, which eradicates possibility of profound and meaningful conversation. Our Youth have lost their abilities and skills to communicate effectively, which is an indication, to what kind of effect social media has over the lives of youth. Overall, social media can be advantageous if it used sensibly and in the appropriate proportion.

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