

The Impacts of Social Media on the Lives of Youth; A Case Study of Nushki

Mashal Mengal³

Abstract

This research is concentrated on social media impacts on youth and their social life, physical activities, trends, educational awareness, trends and learning, etc. which has found that social media has a positive and negative impact on youth. The study analysed that how social media is influencing youth in different aspects of social life. Social media is a useful tool but sometimes it is misused by the youth. A questionnaire was created to elicit replies from respondents (students) in the selected colleges of district Nushki. The Population for this study comprised of college students of District Nushki. The researcher selected 300 respondents 150 females and 150 males out of total population. Purposive sampling was used in the research study.

Key Words: Social Media, Students, Technological Determinism, Uses and Gratification

Introduction

Social networking deliberates all web pages, blogs and software programs or applications that facilitate people all over the world to interchange through the internet, share content, either through the applications, voice notes, and video chats and along with many other features it offers to its operators. Snapchat, Twitter, WhatsApp, Facebook, and many others are among the common and extensively used social media platforms.

Social media is also the least expensive quick access. It's something that is expanding day by day throughout the world, with increased rates. Most of the youngsters are rapidly shifting from electronic media, such as radio

³ MPhil Scholar, Balochistan Study Center, University of Balochistan, Quetta

listeners and TV viewers, to social networking sites among all demographic groups. The youngster's rate has a lot to do with social media, so its impacts are greatly on young people. Many people around the world use it. Social media is particularly popular among young people. Many youngsters are uncontrollable and addicted to social networking sites. Social media addiction has several serious consequences, such as poor health, living away from the reality and poor study habits.

Problem Statement:

The social media has great impact, especially on the lives of the youth. The youth in the district of Nuskhi, the area where the study was conducted, has been observed to use social media a lot and which might have created a great impact on their lives. This study has found that social media has a positive and negative impact on youth. The study analysed that how social media is influencing youth in different aspects of social life. Social media is a useful tool but sometimes it is misused by today's youth

Significance of the Study:

The study will be significant for the youth to manage their precious time while using social media sites, social media will groom the mental level of youth and refines the lifestyle of public especially for youth. Furthermore, it will be beneficial for the academics and students and also for the future researchers. The findings of this study may also be useful to the policy makers in various sectors of the government.

Objectives of the Study:

1. To investigate that how much time new generation is spending on using social networking sites and by which devices.
2. To evaluate the impact of social networking sites on the social lives of young people.
3. To find out the reason that why youth uses social networking sites.

Research Questions:

1. What are the impacts of social media on the lives of the youth?
2. To what extent youth uses social media?
3. Is the youth using social media in positive or negative way?

Limitations of the study:

The limitation of the study was the difficulty to include the uneducated youth of District Nushki who are using social media to very extent so the researcher could only distribute the questionnaires among college students of District Nushki.

Review Literature:

Social networking sites consists of three elements. A member profile (in their definition this is always a web page); the ability to add other members to a contact list (the names of your contacts vary- they might be called friends or buddies); and supported interaction between members of contact lists (interaction varies greatly, and there will typically be some degree of interaction facilitated between people who are not named contacts) (Hamdani & Babu, 2015).

Origin of Social Media:

SNSs have been around for two decades. The first SNS, sixdegrees.com, was launched in 1997. The last few years have seen an increase in the introduction of new services, including the creation LiveJournal and Blackplanet (both 1999), Cyworld (2001), Friendster (2002), LinkedIn (2003), and YouTube (2005). SNS use has now become a mainstream online activity, most visibly for young users. (Salaway and Caruso, 2008).

Pew Internet and American Life Project (2007) did a survey in the United States of America in 2009, and in February 2010, they published that 47 per cent of American adults use a social networking website. The same survey found that 73 per cent of online teenagers use SNS, which is an increase from 65 per cent in 2008, and 55 per cent in 2006 (Hamdani & Babu, 2015).

Impact of Social Media:

Social media is the collection of applications which helps the users to share pictures, videos, messages and participate in the social activities. It is the most famous and useful farm for students which contains several features even the audio, video calls as well as conference calling features. It is easy to publish, to be linked with others, direct connection with world. It is the

cheapest way to connect, share and get information. It is used by all age groups, especially by the students of schools, colleges and universities. Its users are increasing with the passage of time. Now a day it is considered the most useful source of information. The electronic users/youth are involving from T.V, Radio to social networking sites. So, it has impacts on youth's life too. The broad activities of social media have caused influence very much on youth social life. The use of social media affects the human life style (Annapoorna Shetty , Reshma Rasario , Sawad Hyder, 2015).

It is continuous process to judge the nature of impacts in society. The influence of different society may be different from one and the other because of the living standards and their culture. The influence might be on education, physical activities, political and social awareness (Ghulam, Shabir; Yousuf, Hameed; Ghulam, Safdar; Farooq Shah, Gilani, 2014).

Youth connect with others from the different corners of the world. They have emotional links with fellows and sometimes such relationships cause the health diseases like depression or social anxiety. The influence of social media helps towards anxiety specially the teenagers (Fizzah Riaz, 2018).

Researchers proposed a new "Facebook depression" phenomenon, which is defined as depression when pre-adolescents and adolescents spend a lot of time on social media, like Facebook, and then begin showing normal symptoms of depression (O'Keeffe & Clarke, 2011).

Some think that social media destroys the education system. And will result in a drastic decline in scores that could only be resolved by prohibiting access to telephones as well as other ICTs. Some see social networks as possibly revitalizing the educational experience and think that the use of such techniques will inevitably benefit everyone involved by forcing formal education to adopt new forms of casual and interactive learning (Miller, et al., 2016).

Only 65 percent to 49 percent of Internet users 50 and older use social media, whereas 89 percent to 82 percent of Internet users between the ages of 18 and 49 use it. Students are confronted in a media environment that is heavily influenced by social media and citizen journalism (Hujanen, 2016).

Social media has are becoming a considerable component of our lives. With the growing monthly active users, it's become even more critical to devote significant attention to its analysis in terms of the online and offline impact of social media on our lives (Stover, Sharma, & Menzie, 2016).

Theoretical Framework

This study uses two theories: the Uses and Gratification Theory and the Technological Determinism Theory.

The Uses and Gratification Theory

As according Blumler and Katz's uses and gratification theory, media users take an active role in selecting and using media. Users participate actively in the communication process and use media with a specific goal in mind. According to the theorists, a media consumer seeks for the media source that best meets his or her demands. Uses and gratifications are based on the assumption that the user has other options for meeting their needs (Blumler & Katz, 1974).

The uses and gratifications theory examines media use from a more humanistic perspective. Blumler and Katz feel that the general public consumes media in a variety of ways. Instead, they believe that there are as many reasons to use the media as there are consumers of the media. Media users, according to the notion, have the freedom to choose how they will use the media and how it will affect them. The fact that Blumler and Katz believe that media consumers can pick the level of impact media has on them, as well as the assumption that users select media alternatives only as a means to an end, demonstrates their principles. The optimist's view of the media is one of uses and enjoyment.

Research Methodology:

Research Design:

The study design is descriptive which uses surveys to collect data. According to Kothari (2004), "The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term *Ex post facto research* for descriptive research studies" (pp.3-4). It can use social surveys which, "is a

questionnaire-based method of research that can produce both qualitative and quantitative information depending on how they are structured and analyzed (MacDonald & Headlam, p. 35).

Population of the Study:

The Population for this study comprised of college students of District Nushki.

Sampling:

The researcher selected 300 respondents 150 females and 150 males out of total population. Purposive sampling was used in the research study.

Data Collection

A questionnaire was designed to collect data considering the sample for the study, by a researcher.

Research Analysis Tool:

SPSS was used to analyze the questionnaires.

Methodology

The method used in this study is a quantitative survey. A questionnaire was created to elicit replies from respondents (students) in the selected colleges of district Noshki.

Results

Table 1: Gender of the Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	150	50.0	50.0	50.0
Female	150	50.0	50.0	100.0
Total	300	100.0	100.0	

Table 2: Age of the Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-28	282	94.0	94.0	94.0
26-30	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Table 3: Number of Participants' social media sites accounts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	48	16.0	16.0	16.0
2	89	29.7	29.7	45.7
3	62	20.7	20.7	66.3
4	46	15.3	15.3	81.7
5	31	10.3	10.3	92.0
6	15	5.0	5.0	97.0
6+	9	3.0	3.0	100.0
Total	300	100.0	100.0	

Table no 3 shows that 16% of the students have only one social media accounts, 29.7% have two accounts, 20.7% have three accounts, 15.3 % have four accounts, 10.3 % have five accounts, 5% have six accounts and 3% of the students have more than six accounts on social media sites.

Table 4: How many hours do you spend on social networks daily?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2	138	46.0	46.0	46.0
2-5	95	31.7	31.7	77.7
4-8	36	12.0	12.0	89.7
More than 8 hours	31	10.3	10.3	100.0
Total	300	100.0	100.0	

Table 4 indicates that 46 percent of the respondents spend 1-2 hours on social media networks daily, 31.7 percent spend 2-5 hours using social media, 12 percent of the respondents spend 4-8 hours daily and 10.3 percent use social media for more than eight hours daily.

Table 5: When do you access social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid During free time	181	60.3	60.3	60.3
During school/work	28	9.3	9.3	69.7
During Social occasions	2	.7	.7	70.3
Meal times	6	2.0	2.0	72.3
Any spare moment	83	27.7	27.7	100.0
Total	300	100.0	100.0	

The above table explains that 60.3 percent of the respondents use social media during free time, 9.3 percent use it during school or work, .7 percent use it during social occasions, 2 percent use social media during mealtimes and 27.7 percent of the respondents use social media when they get some spare moment.

Table 6: What is/are the best advantage(s) of using social networks?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sharing information/work quickly	135	45.0	45.0	45.0
Learning Meeting new people can help you socialize	39	13.0	13.0	58.0
Technology becomes easier	70	23.3	23.3	81.3
Keeping in touch with friends is convenient	54	18.0	18.0	99.3
	2	.7	.7	100.0
Total	300	100.0	100.0	

This table shows that 45 % of the respondents believe that the best advantage of social media is sharing information/work quickly, 13% believe that social media’s best advantage is interacting with new on social media helps to socialize, 23.3 percent believe that usage of technology becomes easier and 18% of the respondents believe that advantage of using social media network is keeping in touch with friends is convenient.

Table 7: What is/are the worst disadvantage(s) of using social networks?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Reduced focus on studies and affects academic performance	117	39.0	39.0	39.0
Lesser physical activity results in health problems	145	48.3	48.3	87.3
Decreases/destroys social skills (not an adequate replacement for face-to-face communication)	24	8.0	8.0	95.3
There is no concept of privacy	7	2.3	2.3	97.7
None	7	2.3	2.3	100.0
Total	300	100.0	100.0	

This table shows that 39 percent of students believe that the worst disadvantage of using social networks is reduction of focus on studies and affects academic performance, 48.3 percent are of the view that the using social networks causes lesser physical activity which results in health problems. 8 % of the respondents said that using social networks destroys social skills (not an adequate replacement for face-to-face communication) and 2.3 believe that there is no concept of privacy is the worst disadvantage of using social networks.

Table 8: Using social networks helps you in your studies by any means.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	232	77.3	77.3	77.3
No	21	7.0	7.0	84.3
To some extent	47	15.7	15.7	100.0
Total	300	100.0	100.0	

Table no 8 indicates that 77.3 % of youth are of the view that using social networks helps them in their studies by some means, 7 % say that using social networks does not helps them in their studies by any means and 15.7 % say that it helps them to some extent.

Table 9: Using social networks are posing negative effects on your studies by any means.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	113	37.7	37.7	37.7
No	66	22.0	22.0	59.7
To some extent	121	40.3	40.3	100.0
Total	300	100.0	100.0	

The above table show that 37.7 percent of the students believe that using social networks are posing negative effects on studies by some means, 22 percent say that using social networks are not posing negative effects on studies by any means and the rest 40 percent say that to some extent social networks are posing negative effects on studies of the students.

Table 10: Usage of social networks has any positive effects on your life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	141	47.0	47.0	47.0
No	68	22.7	22.7	69.7
To some extent	91	30.3	30.3	100.0
Total	300	100.0	100.0	

This table indicates that 47 percent of the students believe that using social networks have positive effects on students' life, 22.7 percent say that using social networks does not have positive effects on life and the rest 30.3 percent say that to some extent using social networks have positive effects on their lives.

Table 11: Usage of social networks has any negative effects on your life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	85	28.3	28.3	28.3
No	95	31.7	31.7	60.0
To some extent	120	40.0	40.0	100.0
Total	300	100.0	100.0	

Table shows that 28.3 percent of students believe that using social networks have negative effects on students' life, 31.7 percent say that using social networks does not have negative effects on life and the rest 40 percent say that to some extent using social networks have negative effects on their lives.

Table 12: There are privacy issues related to social media networking.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	102	34.0	34.0	34.0
No	113	37.7	37.7	71.7
To some extent	85	28.3	28.3	100.0
Total	300	100.0	100.0	

Table 12 indicates that 34 % of the students are of the view that there are privacy issues related to social media networking, 37.7 % of them believe that there are no privacy issues related to social media networking and 28.3 say that there are privacy issues to some extent.

Table 13: Friends made through social media are trustworthy.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	46	15.3	15.3	15.3
No	158	52.7	52.7	68.0
To some extent	96	32.0	32.0	100.0
Total	300	100.0	100.0	

The above table shows that 15.3 percent of the respondents believe that friends made through social media are trustworthy and 52.7 percent say that no they are not trustworthy while some 32 percent says they are trustworthy to some extent.

Table 14: Using some kind of social networking is essential for today's life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	251	83.7	83.7	83.7
No	15	5.0	5.0	88.7
To some extent	34	11.3	11.3	100.0
Total	300	100.0	100.0	

This table shows that 83.7 % of the students say that using some kind of social networking is essential for today's life and 5. % say no it is not while 11.3% is of the view that to some extent using some kind of social networking is essential for today's life.

Table 15: Social media is helpful to get information about current situations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	268	89.3	89.3	89.3
No	19	6.3	6.3	95.7
To some extent	13	4.3	4.3	100.0
Total	300	100.0	100.0	

The above table shows that 89 % of youth believe that Social media is helpful to get information about current situations and 6.3 % say they are not while 4.3 % say Social media is helpful to get information about current situations to some extent.

Table 16: Social media increase risk of depression in youth.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	195	65.0	65.2	65.2
	No	26	8.7	8.7	73.9
	To some extent	78	26.0	26.1	100.0
	Total	299	99.7	100.0	
Total		300	100.0		

The table indicates that 65.2 percent of the students are of the view that Social media increase risk of depression in youth, 8.7 percent believe that Social media do not increase risk of depression in youth while 26.1 percent say to some extent they do.

Table 17: The use of social media promotes new ideas.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	222	74.0	74.3	74.2
	No	18	6.0	6.0	80.3
	To some extent	59	19.7	19.7	100.0
	Total	299	99.7	100.0	
Total		300	100.0		

The table shows that 74.2 percent of the students say that the use of social media promotes new ideas, 6 percent do not agree with them and the rest 19.7 percent believe that use of social media promotes new ideas to some extent.

Key Finding

The study ends up with summarising the following key finding:

- that 16% of the students have only one social media accounts, 29.7% have two accounts, 20.7% have three accounts, 15.3 % have four accounts, 10.3 % have five accounts, 5% have six accounts and 3% of the students have more than six accounts on social media sites.
- that 46 percent of the respondents spend 1-2 hours on social media networks daily, 31.7 percent spend 2-5 hours using social media, 12 percent of the respondents spend 4-8 hours daily and 10.3 percent use social media for more than eight hours daily.
- that 60.3 percent of the respondents use social media during free time, 9.3 percent use it during school or work, .7 percent use it during social occasions, 2 percent use social media during mealtimes and 27.7 percent of the respondents use social media when they get some spare moment.
- that 39 percent of students believe that the worst disadvantage of using social networks is reduction of focus on studies and affects academic performance, 48.3 percent are of the view that the using social networks causes lesser physical activity which results in health problems. 8 % of the respondents said that using social networks destroys social skills (not an adequate replacement for face-to-face communication) and 2.3 believe that there is no concept of privacy is the worst disadvantage of using social networks.
- 77.3 % of youth are of the view that using social networks helps them in their studies by some means, 7 % say that using social networks does not helps them in their studies by any means and 15.7 % say that it helps them to some extent.
- that 37.7 percent of the students believe that using social networks are posing negative effects on studies by some means, 22 percent say that using social networks are not posing negative effects on

studies by any means and the rest 40 percent say that to some extent social networks are posing negative effects on studies of the students.

- that 47 percent of the students believe that using social networks have positive effects on students' life, 22.7 percent say that using social networks does not have positive effects on life and the rest 30.3 percent say that to some extent using social networks have positive effects on their lives.
- that 28.3 percent of students believe that using social networks have negative effects on students' life, 31.7 percent say that using social networks does not have negative effects on life and the rest 40 percent say that to some extent using social networks have negative effects on their lives.
- that 34 % of the students are of the view that there are privacy issues related to social media networking, 37.7 % of them believe that there are no privacy issues related to social media networking and 28.3 say that there are privacy issues to some extent.
- that 15.3 percent of the respondents believe that friends made through social media are trustworthy and 52.7 say that no they are not trustworthy while some 32 percent says they are trustworthy to some extent.
- that 83.7 % of the students say that using some kind of social networking is essential for today's life and 5. % say no it is not while 11.3% is of the view that to some extent using some kind of social networking is essential for today's life.
- that 89 % of youth believe that Social media is helpful to get information about current situations and 6.3 % say they are not while 4.3 % say Social media is helpful to get information about current situations to some extent.
- that 65.2 percent of the students are of the view that Social media increase risk of depression in youth, 8.7 believe that Social media

do not increase risk of depression in youth while 26.1 say to some extent they do.

- that 74.2 percent of the students say that the use of social media promotes new ideas, 6 percent do not agree with them and the rest 19.7 percent believe that use of social media promotes new ideas to some extent.

Recommendations

The users of social media are increasing day by day especially the youth consume more time on social media. No doubt it has positive and negative impacts on youth and their lifestyle. The research study found out several effects on youth. In the light of these findings the study comes up with a set of following recommendations.

- There should be a proper check and balance for every account on social media.
- The usage of social media in college times should be banned.
- The proper awareness about the usage of social media should be given to students.
- Youth should be informed in detail about the positive and negative impacts of social media.
- The health related effects should be discussed with youth so that they may avoid spending more time on social media.
- The parents and teachers should motivate the students towards positive and creative usage of social media.

Conclusion

The research study conducted to highlight those effects of social media which are considered the barriers for youth education and indulge them in useless activities so that its use for youth become useless. They (youth) waste their time except to spend their precious time for educational purpose. The research was also aimed to get information about health diseases increased by social media and the psychological effects too.

The results of this study indicate that positive use of social media is more helpful for students in learning and for education purposes. The youth must keep in mind the initial needs like education. Users of social media must remember their responsibilities of utilizing new media, so that they could escape themselves from its negative impacts.

The study analyzed the effects of social media. The result show that social media is helpful for educational purpose but the negative use of social media effects badly. The use of social media during class disturbs the curriculum activities of youth. The time spent on social media brings laziness, mental illness and increase risk of stress in youth. It promotes new ideas in youth which may enable them in creative activities.

The study will be significant for the youth to manage their precious time while using social media sites, social media will groom the mental level of youth and refines the lifestyle of public especially for youth. Furthermore, it will be beneficial for the academics and students and also for the future researchers. It is hoped that the findings of this study will bridge the gap of lack of sufficient information on the effects of social media on the youth and behaviour change.

References

- Annapoorna Shetty , Reshma Rasario , Sawad Hyder. (2015, 10 7). The impacts of soocial media on youth. *International Journal of Innovative Research in computer aand communication Engineering*, 3(7).
- Blumler, J. G., & Katz, E. (1974). *The uses of mass communications: Current perspectives on gratifications research*. Beverly Hills, CA: Sage.
- Fizzah Riaz, k. I. (2018, 2). Influence of Soocial Media in developing Social anxiety. *International journal of Scientific and Research Publication*, 8.
- Ghulam, Shabir; Yousuf, Hameed; Ghulam, Safdar; Farooq Shah, Gilani. (2014). The Impact of Social Media on Youth. *Asian Journal of Social Sciences and Humanities*, 3, 150.
- Hamdani, S., & Babu, K. J. (2015, December). Use of social media among media students: A study in Kashmir. *International Journal of Communication and Social Research*, 3(2), 44-60.
- Hauer, T. (2017, Mar-Apr). Technological determinism and new media. *International Journal of English, Literature and Social Science (IJELS)*, 2(2).
- Hujanen, J. (2016). Renegotiating journalism profession to the era of the social media.The case of Finnish Namibian, Tanzanian and Zambian students. *Identity and Integrity in Journalism Education, 4TH WJEC REFEREED PROCEEDINGS*, (p. 38). UNESCO.
- Kothari, C. (2004). *Research Methodology: Methods & Techniques* . New Age International (P) Ltd., Publishers .
- MacDonald, S., & Headlam, N. (n.d.). *Research Methods Handbook; Introductory guide to research methods for social research*. CLES.
- Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., . . . Wang, X. (2016). *How the World Changed Social Media* (Vol. 1).

- Ngonso, B. F. (2019). Effect of Social Media on Teenagers and Youths: A Study of Rural Nigerian Teenagers and Youths in Secondary Schools. *Global Media Journal, 17*(32).
- Njoroge, R. (2013). Impacts of Social Media among the Youth on Behavior change: A Case Study of University Students in Selected Universities in Nairobi, Kenya. UNIVERSITY OF NAIROBI.
- O'Keeffe, G. S., & Clarke, P. K. (2011, April). The Impact of Social Media on Children, Adolescents, and Families. *Pediatrics, 127*(4), 800-804.
- Shalabh. (2020, 8 15). *Simple Random Sampling*. Retrieved from <http://home.iitk.ac.in/~shalab/sampling/chapter2-sampling-simple-random-sampling.pdf>
- Stover, M., Sharma, M., & Menzie, K. (2016). Do students see social media as a valuable learning tool? Uses and Gratification analysis of social networking sites experience among college students. *Identity and Integrity in Journalism Education, 4TH WJEC REFEREED PROCEEDINGS*, (p. 75). UNESCO.