

**Social Media and its repercussions:  
Analyzing social media content and its  
effects on Delhi youth.**

**Sorabh Kumar Aggarwal\***

\*Assistant Professor, MERI Institute,  
Janakpuri, Delhi

**Abstract**

The social media (SM) in the country has expanded amazingly in the recent years which include Facebook (FB), Twitter (TW), Instagram (IN), LinkedIn (LI), and YouTube (YT). Facebook (FB) & WhatsApp (WA) has crossed million (M) subscribers in very less time. In our country only many million subscribers getting online every minute, which results: FB has 210+ M subscribers, LI 40+ M subscribers, and TW 20+ million subscribers, and most of the subscribers use these administrations through their cellular phones. All these social media impacted India's overall advanced proficiency led to the expansion of individuals associations, spread of neighborhood dialects and data shared in emergency is considerable which is equivalent to only a drop in the ocean. The profound infiltration of web-based media benefits additionally led to diverse impact

cheaters, clients are forgetting responsibilities, now the sky is the limit from there and the impact is clearly seen in the youngsters. This study tries to mark the same in case of youth from the capital of our country.

**Keywords**

Social Media, Social Networking, Youth, Websites, Internet.

**Introduction & Review of Literature**

Online media guarantees pursuing shaping among clients from great foundations, following in a tireless social construction. A recognized result of this construction is the period of huge measures of records, introducing client's incredible transporter value recommendation. In any case, a downside of such information over-burden is from time to time clear in clients' insufficiency to find dependable realities useful to many. Online sites have become a part of our daily life that we depend for each event on those sites. From step-by-step information & updates to pleasure, spending time with dear ones and completing assessments and projects on items/administrations and spots, fun, managerial focus control to everything.

At the point when we glued to online applications, sites which incorporate FB,

WA, TW, YT, LI, PI, and IN are constantly in our minds. They are running on buyer created material. They became very compelling from buying/advancing practices, business, and political issues, to challenge free enterprise. By March 2018, FB was the pioneer of the social networking world, with 77 billion subscribers per month. Not only posts, social networking sites are engaged with photos and video sharing, Snapchat recorded 410 M snaps an evening with around 7000 previews shared every day. Around 45 M associations are exuberant on FB corporate pages; many enterprises are utilizing FB publicizing. Around 89% associations use TW for publicizing capacities.

Purchaser assessments are also a part of social media, creating inconveniences like insights uncommon, believability & genuineness to a certain extent. Yes, for a larger part social media is an achievement in bringing people together. People with similar interests and objectives actually making it possible to connect to people around the globe. All this were helping the society in the larger context but to an extent it also brings various threats and challenges towards safety. However, we cannot deny the power of social media alongside all the persisting threats but, we should also try to make our youngsters aware of all the negative impact the social media can bring about.

Talking about teens, a recent study shows that students spent most of the day on social media whether they are paying or chatting with friends— along with going out for movies, partying or any get together, logging into social media has become a

mandate. Posting pictures, updating status and making any video or reel also gave them a chance to earn money. The youth is very much aware of threats but they were careless in handling the social media. However, the extensive usage became definitely related to greater in-individual social interaction. This research additionally observed that those involved in social media interactions for good part in their day were left alone in the later stage in their life. The element of virtualism got better and has big impact in their lives.

### **Objectives**

1. To understand the effects of online content on youth.
2. To feature the Role of government in regulating media.
3. To find out the dependency of youth in social media.
4. How social media is making up for news content.

### **Research Methodology**

In this study, descriptive studies are used. It explains all features of collection/people & their belief approximately the online media and its effect. This will be the qualitative research.

### **Sources of Data**

The collection of primary data is done with youngsters. Structured questionnaire were used. For other information the researcher looks for news articles, journals, magazines etc. The youngsters of Delhi were taken into consideration as a sample. The quantity of this sample will be 50 respondents.

## Limitations

There might be information biasness at the end of respondents.

## Findings and Discussions

### DATA ANALYSIS

**Table 1** Age Groups

| Age          | Participants | Total |
|--------------|--------------|-------|
| Less Than 18 | 05           | 10%   |
| 18-25        | 29           | 58%   |
| 26-30        | 16           | 32%   |
| Total        | 50           | 100%  |

The data shows that more than half the participants were from 18- 25 age, 32% & 10% of the participants were from 26-30 and below 18 respectively.

**Table 2** Devices Used

| Devices Used     | Participants | Total |
|------------------|--------------|-------|
| Mobile           | 41           | 82%   |
| Laptops          | 07           | 14%   |
| Desktop Computer | 02           | 4%    |
| Total            | 50           | 100%  |

The data shows that that 82% of the participants access social networking applications through mobile devices and 14 % through laptops and 4% through home systems.

**Table 3** SM Used

| Social Media | Participants | Total |
|--------------|--------------|-------|
| WA           | 11           | 22%   |

|           |    |     |
|-----------|----|-----|
| FB        | 14 | 28% |
| Insta     | 12 | 24% |
| TW        | 11 | 22% |
| Any Other | 3  | 6%  |

The data shows that all the SM are nearly equal in terms of the usage. Also it is a possibility that a participant is using multiple SM in a day.

**Table 4** Hours spend

| No of Hours | Participants | Total |
|-------------|--------------|-------|
| 1-2         | 13           | 26%   |
| 3-4         | 12           | 24%   |
| 4 +         | 25           | 50%   |
| Total       | 50           | 100%  |

The data shows that half of the participants use SM for more than four hours a day; also almost equal number of participants is using SM between 1-4 hours a day

**Table 5** Type of content

| Type of content | Participants | Total |
|-----------------|--------------|-------|
| Crime based     | 14           | 28%   |
| Entertainment   | 10           | 20%   |
| News            | 12           | 24%   |
| Sports          | 7            | 14%   |
| Politics        | 7            | 14%   |
| Total           | 50           | 100%  |

The data shows that 28% of the

participants watches crime related content, 20% of the respondents interested in entertainment, 24% of the respondents watch news, 14% looks for sports and politics over social media.

**Table 6** Awareness about Govt. regulations

| Awareness      | Participants | Total |
|----------------|--------------|-------|
| Yes            | 10           | 20%   |
| No             | 16           | 32%   |
| Hardly Matters | 24           | 48%   |
| Total          | 50           | 100%  |

The data shows that 20% of the participants are aware of Government policies, 32% were not at all aware of restrictions and regulations and 48% does not care about any rules and regulations.

**Table 7** Satisfaction of news on social media

| Satisfy with news content | Participants | Total |
|---------------------------|--------------|-------|
| Yes                       | 19           | 38%   |
| No                        | 31           | 62%   |
| Total                     | 50           | 100%  |

The data shows that 38% of the participants are satisfied with the news content on social media & 62% were not at all satisfied with the news content.

**Table 8** is social media language helps to be good person

| Social media lang. helping to be a good human | Participants | Total |
|---|--------------|-------|
| Yes   | 15           | 30%   |
| No  | 35           | 70%   |
| Total   | 50           | 100%  |

The data shows that 30% of the participants feel the language on social media is good & 70% participants feel the language is destroying them into a bad person.

### Conclusion

Well, the impact of social media on youth is huge. It not only has instrumental impact in the public space, it also shapes beliefs, attitude and character in many ways, for example, the arrangement of the multicultural society. In creating nation, particularly one with as much widespread destitution and mis-administration as India, media has an extraordinary duty that perhaps our partners in created nations may not. What do the media do? It supplies great substance to the individuals through a well structured ways of sharing ideas, thoughts, beliefs and messages in broader sense.

The findings shows there are many necessities related to social media. The foremost is obviously rich content. Others were, spending quality time with virtual friends. Posting and updating many things related to personal life. The media carries attention to the individuals, and I accept that

mindfulness triggers thinking. Once the people are progressively mindful, it will consequently make them consider great and better approaches to make a good and better practical democracy.

It's established with the study that online media has negative & destroying effect on the Delhi youths. They needed to learn the usage of online media and they need to learn to be on line for purpose and make it beneficial to their betterment.

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