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A STUDY ON POSITIVE AND NEGATIVE EFFECTS OF SOCIAL MEDIA ON SOCIETY

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Abstract

The social media platforms provide users with a forum in which they are unrestricted in their ability to share their thoughts, discuss their problems, and express their perspectives. People need to have a clear understanding of what social media is before going into the specifics of the topic. People may communicate or trade information, photographs, videos, ideas, and many other things with one other via a specific networking medium, which is known as social media. Social media is an interactive digital platform. Within the scope of this article, we discuss every facet of social media, including its advantages and disadvantages. The main purpose of the study are **t**o identify the usage of social media among the students **t**o examine how much time do youth spend on the social networking **t**o outline the positive and negative opinion among respondents in selected area**.** The current research is descriptive in nature. For the purposes of the study a questionnaire (Google form) method has been adopted with the intention of collecting primary information from students. Convenient random sampling method was used to choose sample respondents. The study concluded that people who use these services may have a highly engaging platform on which they can also exchange photographs, movies, information, and other content with one another via a specific network.

Keywords: Social media, Education, Facebook, LinkedIn, Twitter, Students, & YouTube.

Introduction: Social Media

In recent years, Social Networking Sites have been ingrained in our day-to-day lives to the point that they are almost indispensable. In the past, social media were created only for the goal of providing amusement; but, in

the current day, it serves several objectives across a variety of fields and satisfies people of all ages. There is a generally high level of participation in social networking sites on the part of the student population. In the same way that science works, the usage of social networking sites may have both beneficial and bad effects on its users, depending on how those users interact with the sites. At this point in time, it is imperative to investigate the influence that social networking sites have had, both professionally and personally, on the lives of college students. This study is an effort to concentrate on the community of students and their development as a whole with the assistance of the most recent online technology. This study deals with the most current advances and issues experienced by students in academics, careers, and their personal lives. In addition, the concerns mentioned above that exist in the research gap are taken into consideration so that students of today may become the leaders of future. In the course of this research, the effectiveness of students' use of social networking sites in terms of their academic accomplishments, career development, health and wellbeing, social connection, and other entertainment features will be evaluated. This research will also uncover the elements that contribute to student bonding as well as the threats that they confront. It offers advice that students may use in their personal and professional lives to make their lives better overall. In addition, this research will investigate the future requirements and expectations that must be met in order to ensure the continued development of social networking and to satisfy the requirements of the younger generation.

Technology has turned social media from a medium for communication into one that is used by marketers to acquire vast quantities of data, which they then use to better understand their consumers and carry out a variety of studies. When it was first introduced in India, social media expanded at a phenomenal pace, and it has since expanded to include almost every facet of Indian life, opening up tremendous opportunities for business. Even among those people living at the level of subsistence in the global South, it is making progress. Some industry professionals believe that even clients in more remote areas might be swayed by social media. As a direct response to the results of the most recent elections, political parties have significantly boosted their involvement in social media in order to communicate with potential voters. The marketing operations of businesses of varying sizes, such as global corporations, local enterprises, service providers, and others, all have an impact on the purchasing decisions that consumers make. People are now able to connect with one another via the use of computer-based communities and networks, which enables them to communicate and share information, ideas, and perspectives. It all started as a method for individuals to keep in contact with their friends and family, but today companies are using it as a tool to reach their customers via a rapidly evolving communication channel. Social media platforms were first created for this purpose.

Background of the study

The most prominent users of social media nowadays are those under the age of 30. Young people now have a platform on which they may develop social networks or social ties with other people thanks to the availability of social media. Young people are the greatest client base for electronic devices and services, which quickly turns them into hooked consumers in a short amount of time. Nowadays, profitable electronic are capturing the attention of the generation. It has been discovered that the use of social media may have far-reaching and possibly harmful effects on the health, who are not yet sophisticated enough to discriminate between fiction and reality.[1]

[1] Monica Singh , Mohammad Amir and Sabbarwal (2017),” Social Media Usage: Positive and Negative Effects on the Life Style of Indian Students” Iranian Journal of Social Sciences and Humanities Research, Vol 5,(3) ,pp.3-4

The current age of electronic communication has given rise to a number of benefits and drawbacks. The advent of the technological age has not only made young people more capable of working harder, more quickly, and more efficiently, but it has also given rise to a new kind of disorder among Indian adolescents. Since the beginning of this decade, excessive use of social media has been a continuing activity that has been growing at an alarming pace and is causing addiction to emerge among young people in India, which is a significant cause for worry. Problems that arise from excessive use of social media have been reported all over the globe, where the usage of social media has significantly expanded over the last few years. An addiction to social media may manifest in many different ways, including the development of online friendships, the viewing of pornographic content, gaming, online shopping, and so on. It has been noted that young people spend more time in the virtual world than in the actual world because they spend so much time on social media and avoid taking part in activities that take place in the real world. An effort has been made during the course of this research to shed light on the many impacts, both good and bad, that social media has had on the young people of India, as well as their perspectives on social media..[2]

1. Connecting with People: Friends and family members may easily be maintained via the use of social networking websites. This category of networks offers users a variety of ways to interact with one another, including the capacity to organize themselves into communities, the facilitation of communications with one another, the ability to share updates with all of their networks with a single click, and other similar features. The websites that are described below are some of the most popular websites enabling users to develop online social interactions with one another.
2. Facebook: Facebook is a well-liked and free social networking website that enables registered users to establish profiles, post and share photographs, videos, and links; send messages to friends, family, and coworkers; and remain in contact with one another. The material that is being shared may either be made available to the whole public or it can only be shared with a select group of people, such as friends or family, or with just one individual.
3. Google Plus: Google Plus is a social networking site that was developed by Google and is now owned by the company. Google+ is the major platform that is focused on merging all of Google's services, such as search, video, and email services, together so that users may enjoy the convenience of multitasking with just one platform. Any Google+ user will have the ability to post photographs with a high quality thanks to the platform's architecture. Google Plus has a feature called Hangouts, which is a video chat service that enables a maximum of 10 people to communicate with one another at no cost.
4. Myspace: It is an interactive social networking website that lets users display their interests and abilities, establish personal profiles, blogs, and groups, post images, music, and videos, and access a large network of friends.
5. Twitter: Twitter is a free social networking and microblogging website that enables registered users to send each other brief messages known as tweets. Twitter users may send tweets from a variety of platforms and

[2] Gurusamy (2014). "A study on the influence of social networking sites on the interpersonal relationships of college students in Chennai and Coimbatore cities of India. International Journal of World Research", Vol.11, pp.48-56.

devices, and they can also follow the tweets of other Twitter users. Twitter messages may include no more than 140 characters total. When using Twitter, users have a great deal of leeway to choose what information to make public and what not to disclose. The process of establishing a meaningful and entertaining network of friends on Twitter is the key to unlocking the platform's full potential.

6. YouTube is a website that allows users to upload, share, and view videos online for free. The site also makes it easy to watch films online in a user-friendly manner. The registered users of this website are able to produce and post their own videos with the purpose of sharing them with other users. It is a website that facilitates public dialogue online. The videos that are uploaded to this website are available for viewing by any user that navigates to the location. The videos could be of any level, from beginner videos to videos aimed at more qualified audiences.
7. LinkedIn is now the largest professional network in the world, with hundreds of millions of users and a rapid membership growth rate. This network brings together experts from all around the globe, allowing them to operate more efficiently and enjoy greater professional success. Users of LinkedIn may establish profiles for themselves and connect with other users in an online social network, which in turn represents their real-world professional contacts. LinkedIn users can be either workers or employers. On their profile pages, LinkedIn users are encouraged to highlight their skill sets, career experience, educational background, and professional network news feeds.

Positive effects of social media on society:

1. Connectivity is the primary benefit of using social media, and it is the one that comes first on our list. People located everywhere in the world are able to communicate with one another. It makes no difference where they are or what religion they practice. The power of social media lies in its ability to facilitate connections between individuals for the sake of exchanging information and ideas.

2. Information and Updates: The most significant benefit of using social media is that it allows you to keep yourself informed on the most recent events taking place throughout the globe. Television and print media in this day and age are notorious for their tendency to be biased and for failing to provide the genuine message. Conducting research with the use of social media platforms enables one to get the facts and genuine information sought for.

4. Use for a Worthy: Cause One further purpose for which social media may be put to use is for a worthy cause. For instance, to raise awareness of a non-governmental organization, social welfare activities, or contributions for those in need. People are donating money to those in need via social media, which is a good sign since it's a fast method to assist those in need.

5. Participating in Social Activities: Students now have the opportunity to participate in social activities, meet new acquaintances, and do anything they want thanks to social networks. It makes it easier for students to communicate their thoughts, discuss their perspectives, and acquire new information. Therefore, it assists them in gaining greater self-assurance in their daily lives. Sharing of Knowledge Social networking sites serve as a portal via which individuals from disparate locations may communicate with one another and exchange their own areas of expertise. Information is easily accessible to everyone who uses the internet. Therefore, it is very easy for the students to access the material in order to learn, adapt it if required, and share it.

6. Self-Updates: Every once in a while, instantaneous updates on everyday occurrences from across the globe are made available through social networking sites. Because of this, every user is able to keep their own personal knowledge databases up to date by staying informed of the most recent events as they occur via the usage of these networks.

7. Learning Is Possible via a Wide Variety of Routes: Learning is feasible through a wide variety of routes inside social networking sites. They are designed in such a way that students are able to choose and follow whatever organization, activity, or individual they feel most drawn to for the purpose of getting daily updates and information.

Negative effects of social media on society:

1. Cyberbullying: The majority of youngsters, according to a survey that was recently released by PewCenter.org, have been victims of cyberbullying at some point in the recent past. It is now quite simple for anybody to engage in bullying behaviour on the internet due to the fact that anyone can establish a phone account and do anything without fear of being tracked. It is possible to cause discomfort and turmoil in a society by spreading rumors, messages of intimidation, and threats to the general population.

2. Hacking: Hackers may easily get access to a person's private information and distribute it publicly over the internet. Which might result in monetary losses as well as losses to one's personal life. Along the same lines, identity fraud is another problem that may cause monetary damages for anybody by hacking into their personal accounts. In the past, a hacker gained access to a number of individuals' personal Twitter or Facebook accounts, and the hacker then uploaded things that had an impact on the individuals' personal life. One of the potentially disastrous drawbacks

of using social media is the risk of having personal information and accounts compromised, which is why every user should take precautions to protect their data and accounts.

3. Addiction: The addictive quality of social media is very problematic and has the potential to interfere with users' personal life as well. The most vulnerable age group when it comes to being addicted to social media is the teenage years. They get highly active in the community, to the point that they are finally isolated from it. It is also possible for people to squander their own time, which they otherwise might have invested in useful endeavors and activities.
4. Reputation: Someone's reputation may be irreparably damaged by social media with nothing more than the fabrication of a fake tale and its subsequent dissemination throughout these platforms. In a similar vein, companies also run the risk of incurring losses if they get a negative reputation that is spread through social media..
5. Reduced Learning Ability: Students have developed a habit of depending more and more on the information that is easily accessible on social networking sites and the web whenever they are in need of any information rather than thinking on their own. The result is a decrease in their creative capacity as well as their learning and research ability.
6. Multitasking: During their allotted study time, the vast majority of students spend their time engaging in activities such as browsing social networking sites. Their ability to concentrate on their schoolwork is diminished as a result of this activity. As a consequence, kids are unable to concentrate on their schoolwork, which leads to poor performance in their academics.
7. Lack of Real Human Contact: Students spend relatively little time interacting in person with other people because they spend so much time on these social networking sites, which they use for a longer period of time. Because of this, over time, their capacity for communication will decrease. Isolation may result when someone lacks the skills necessary for effective communication.

Social Interactions in Social Networking Sites

Internet access has essentially become a need for the majority of people throughout the globe in this age of rapid technological advancement and globalized communication. A decade ago, people utilised the internet as a source of reference or records for every kind of facts and information; nowadays, people use the internet as an efficient means of communication tool in social interactions. The users of the internet are always on the lookout for new and creative methods to make use of the many technologies that are made available to them via the internet. Interactivity components of Social Networking Sites that are accessible by the online user had transformed the Internet into a new social platform and occupied broad engagement from the time when web 2.0 technologies were first introduced. These components are available on Social Networking Sites. It has developed into this contemporary kind of social media that is capable of disseminating multimedia material and has made it simpler for online users to communicate with one another or with content producers that are trying to reach end users. This new pattern of communication was made possible by social media and the networking services that it offers. This new pattern has transformed enormous communication and interpersonal communication into new forms of engagement, such as chat groups, online forums, and online communities. In today's world, the use of social networking sites like Facebook, LinkedIn, Twitter, Instagram, and Blogger has evolved into an essential component connecting the

communities of students. It is intended to promote and encourage, and this is its job. Conversation between different users. However, this form of technology may be contributing to both positive and negative outcomes. According to modern technology, the mode of communication and the manner in which users engage with one another in everyday life are undergoing significant changes.

The Impact of Social Networking Sites on Individuals' Health and Well-Being

The users of the online platform now have the ability to freely share their thoughts, emotions, views, and many other facts with other users by means of social networking sites, which has dramatically altered the usage of the online platform in daily life. As a direct consequence of this, social networking sites have caused an increase in demand for numerous aspects of contemporary life that go beyond the traditional realm of online communication. Few research studies have been conducted to evaluate the overall influence of frequent social networking practices on the health and wellbeing. This is likely due to the fact that the notion of social networking is relatively simpler and more accessible. In days gone by, when people got home from work, they would unwind by participating in a variety of leisure activities. These days, however, with the advancement of technology, individuals are more likely to spend their free time on social networking sites. There are a number of studies that emphasize the adverse effects that social networking sites have on mental health and wellbeing; yet, there are also a number of researchers who have recorded that these sites may have the opposite effect. Social networking sites have the potential to be an effective tool in the process of detecting persons who may have issues with their mental health.

A user has the opportunity to form new contacts and maintain existing relationships within a network via the usage of social networking sites, which contributes to the user's overall sense of social well-being. Therefore, these networks can help to lessen the feelings of loneliness, it is practically an open forum for exchanging ideas and opinions, it encourages learning and gaining knowledge, and it contributes to a society that is more open as a result of having easy access to the most recent information. Many websites that focus on providing health-related information are now delivering a variety of health-related suggestions and apps online. Via these resources, a large number of users are able to exchange knowledge that is beneficial to their overall health. This healthy status motivates other users to keep up their good habits and to live healthier lives.

Dangers to One's Health On the other hand, research has shown that students who use social networking sites on a daily basis are more likely to suffer from stomachaches, in addition to issues with sleeping, as well as feelings of anxiety and melancholy. These pupils also suffer from a wide variety of other psychiatric illnesses, which may manifest as a variety of antisocial behaviour and violent inclinations. When students spend an excessive amount of time on social networking sites, it may have a negative impact on their health since it makes them more prone to a variety of health issues in the future. Colleagues, instructors, and parents all have an important part to play at this point. They need to make sure that kids are aware of what they stand to gain or lose if they spend an excessive amount of time on sites that pose a risk to their health.

Previous Research literature

The social networking platform is more than simply a social tool for communication; it also satisfies user behaviour in a variety of other spheres. There are a great number of social networking sites accessible, each of which has a distinct set of capabilities and a particular focus. When compared to other general users, younger generations make far more use of social networking sites for both the amusement of their personal lives and the advancement of their careers. The study phenomena in determining the function of Social Networking Sites for students may be better understood with the aid of this literature review. It is also helpful in identifying the research gap that needs to be undertaken to conduct the study on the influence of these sites on both students' professional and personal lives while they are in college.

Bhargava and Rani (2015)[3], opinionated that having a favourable effect on pupils is beneficial. The writers continue by expressing their viewpoint, which is that a variety of social networking websites are now consistently distracting students in their formative years from their pursuit of an education. The findings of the study surprised its authors when they discovered that adolescent students are squandering their time by concentrating on social networking sites. The study's authors arrived to this conclusion after conducting the research. The authors of this study focused their attention on the impact that social media has had, namely on the lives of kids and adolescents, on the educational system in India. The authors went on to emphasize how students and teenagers in India are especially susceptible to the addictive and possibly detrimental consequences that may be caused by using social media networking websites. The authors arrived at the conclusion that an addiction to social media might potentially ruin the future of young people in India and that it has a major detrimental effect on a person's ability to learn in an

[3] Bhargava, (2015). "The influence of social media on Indian teenagers. International Journal of Science, Technology & Management", Vol.4, pp.246-256.

academic setting. Authors have recommended to parents that they keep constant vigilance over their children's activities on social media networks and that they restrict their children's access to social networking sites to a reasonable amount of time. This is in addition to the warning that they should not let their children spend an excessive amount of time using these sites. A number of writers, including some of those cited above, have proposed that the government should outlaw all pornographic websites. Valkenburg et al., (2009)[4] discussed on the current status of research about the effects of using internet communication tools on the social connectedness and overall wellbeing of teenagers is discussed. According to the authors' observations, teenagers are devoting a greater proportion of their time to social media than adults do. The authors of this research have attempted, as a first step, to explain why modern studies are so different from those conducted in the past. The authors have explored a plausible theory in order to account for the most recent data, as well as some contingent aspects that may need more consideration in the course of future research. According to the authors, the research papers about the use of social media and the internet are still relatively new for academics and sociologists, and as a result, it is not yet possible to draw definitive conclusions from them.

The Importance of the Investigation

It has been discovered via an analysis of the existing research that the vast majority of the investigations on the effects of social media platforms on people have been carried out in western nations, which are characterized by highly developed societies. In these nations, access to social networking sites is not difficult, and the number of people using the various services offered by social media is significant. On the other hand, in developing countries such as India, there have been very few studies carried out in the context of India, and even those studies have only been related to the effects of social media on trade and business, as well as the manufacturing sector, the service sector, and other industries. There has not been any research carried out with a sociological viewpoint, that is, the impact of social media on the many individuals that make up the diverse groups that make up society. The promotion of a product via various channels of visual advertising underwent significant transformation as a result of the advent of digitalization. Platforms for social media are seeing exponential growth, with users ranging from the average person to high-level executives. Everyone uses social media platforms on a regular basis to keep up with the most recent fashion and lifestyle trends. As a result, it is high time for major brands to start marketing their products on social media, which may serve as a useful platform. Therefore, there is a need for research on the significance positive and negative effects of social media on society.

Research Objectives

The main purpose of the study are

1. To identify the purpose of usage of social media among the students
2. To examine how much time do youth spend on the social networking
3. To outline the positive and negative opinion among respondents in selected area

Research Methodology: Materials and Methods

The current research is descriptive in nature. For the purposes of the study a questionnaire (Google form) method has been adopted with the intention of collecting primary information from students about, main purpose of usage of Facebook, their positive and negative opinion about social media, and the effects of social media on the physical and mental health. During the month of April 2022, an empirical research was carried out in the city of Coimbatore. Convenient random sampling method was used to choose sample respondents.

Findings, Discussion and Conclusion

Time spent by students for social media in a day

The primary objective of a networking website is to facilitate the creation of connections between members of various communities. It makes it possible for users to form friendships with individuals who have similar interests; some users may concentrate on forming business relationships with other business partners, while others pay attention to a variety of activities that are enjoyable or self-interested. Students use social networking sites for a variety of different reasons, including the fact that they are simple to use, that they provide quick updates in fashion, that they forward entertainment news, that they share the most recent information that is trendy, that they allow them to express their opinions on day-to-day occurrences, that they allow them to establish and continue social contacts and relationships, that they support comfortable learning practices with interaction and communication, and that they facilitate the delivery of education, among many other reasons. In today's world, college students are extremely education-oriented, information-hungry, and adept at juggling many priorities at once. Additionally, they are more focused on their particular area of interest. There are several advantages to participating in social networking. It

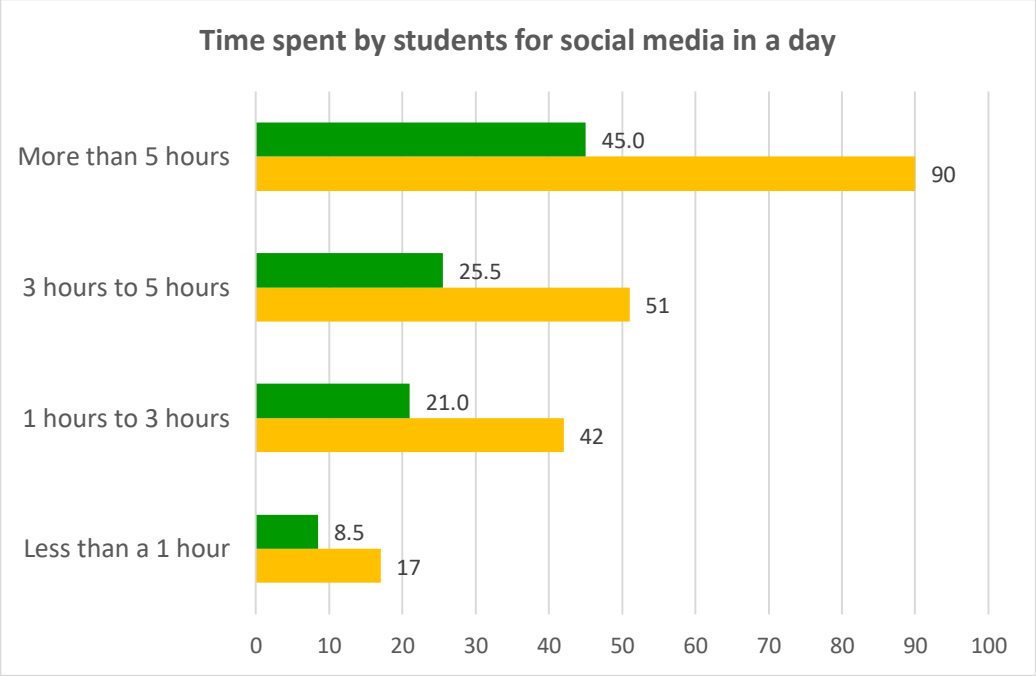
[4] Valkenburg, and Peter (2009). "Social consequences of the Internet for adolescents: A decade of research. Current directions in psychological science", Vol.3 ,pp.15-17

helps students get better results in their academic work, it makes it easier for younger generations to take active part in social activities via social networks, and it does much more besides. It gives aspiring industrialists the opportunity to get connected with multiple people all at once in their respective domain. In previous decades, in order to create a network, one needed to attend get-togethers or conferences. However, with the advent of online technology, internet users are now able to maintain communication with their respective persons at any time, day or night, without any restrictions.

Table.1

Duration	Frequency	Percent
Less than a 1 hour	17	8.5
1 to 3 hours	42	21.0
3 to 5 hours	51	25.5
More than 5 hours	90	45.0
Total	200	100.0

Chart: 1



In the above table, 8.5% of the selected students spend less than an hour on social media. 21.0% students are using social media for 1 to 3 hours and 25.5% are using it for more than 3 to 5 hours in a day. 45% students are using social media for more than 5 hours in a day. Majority of the students are exposed to social media for larger periods due to various attractive offers available by Internet service provider companies like free data for three months, availability of 3G, 4G services at very lower costs etc.

Positive effects of social media on society

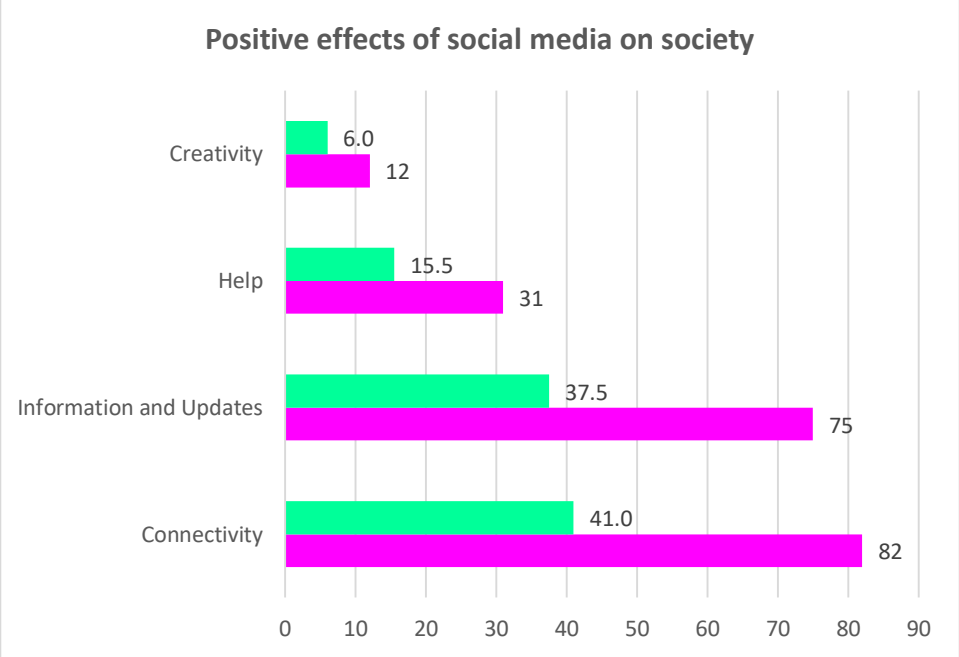
The term "social networking" refers to many methods that may be used to bring together individuals who have similar interests in an online setting. In recent years, the proliferation of social networking websites has connected individuals in a variety of contexts, including academic, professional, and personal settings. Huge numbers of public and private online social networks are available to users all over the world. These networks may be accessed from any computer with an internet connection. In the last few years, there has been a tremendous expansion of these networking sites, and there are now a great number of worldwide social networking sites that are geared specifically toward certain goals, organizations, and professions.

Table.2

Positive effects	Frequency	Percent

Connectivity	82	41.0
Information and Updates	75	37.5
Help	31	15.5
Creativity	12	6.0
Total	200	100.0

Chart: 2



The accompanying chart displays favourable attitude of chosen pupils on usage of social media. According to the opinions of 41% of students, social media is an efficient medium for communication since it allows users to connect with other social media users in a relatively short amount of time. 37.5 % of students believe that because of their understanding of social media, they are able to readily get location-based services such as money transfers, online bill payments, online shopping, online booking of train tickets, and entertainment programmes tickets, among other things. 15.5 % of students expressed the opinion that social media is extremely beneficial for their academic goals or learning purposes, and that it assists students in attending virtual class rooms and is an effective approach to build connections. 6 % of students polled stated their belief that this stimulates creative thinking in young people.

Negative effects of over utilization of social media

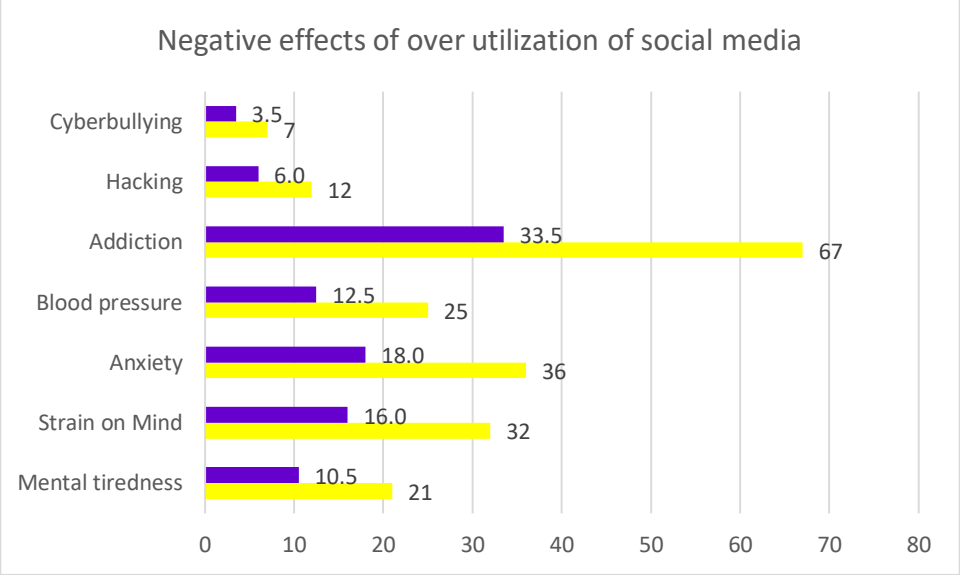
Due to the exponential growth of social networking sites over the last few years, it is essential to have a solid understanding of the many distinct categories of social networks, each of which has a distinct collection of qualities. The users have access to a variety of network categories, each of which serves a unique function, so that they may browse to the particular social media sites that are of interest to them. Despite the widespread use of big social networks such as Facebook, Twitter, and LinkedIn, a large number of alternative social networks have emerged recently with the objective of attracting the student community from a variety of different perspectives.

Table: 3

Negative effects	**Frequency**	**Percent**
Mental tiredness	21	10.5
Strain on Mind	32	16.0
Anxiety	36	18.0
Blood pressure	25	12.5

Addiction	67	33.5
Hacking	12	6.0
Cyberbullying	7	3.5
Total	200	100.0

Chart: 3



It has been found that 21 (10.5)% students are effected mentally due to over utilization of social media.32(16%) students are facing problems like strain on mind which kills their inner self-confidence for lifetime, which as a result decreases their real life social community participation and hampers their academic achievements. Such people start living in a delusional world and start to hate education or studies. Anxiety, mind strain etc. are considered to be the symptoms of ill mental health. As per the primary information collected by the selected students. 36 (18%) of them are facing the problem of anxiety. The students of today seek instant results in whatever job they do, and when they are unable to acquire the promised outcomes, they grow tense and apprehensive about the situation.

Purposes of using social media by selected students: In addition, with the assistance of the analysis, the connection between the goals that certain students have in mind when they use social media is dissected. The next table presents a correspondence chart that illustrates the distribution of the replies according to the reasons chosen students use social media.

Table 4:

Purposes	Scale	Frequency	Percent (%)
Facebook	Strongly agree	88	44.0
	Agree	56	28.0
	Neutral	41	20.5
	Disagree	15	7.5
Site surfing	Strongly agree	39	19.5
	Agree	102	51.0
	Neutral	42	21.0
	Disagree	17	8.5
Youtube	Strongly agree	72	36
	Agree	91	45.5
	Neutral	29	14.5
	Disagree	8	4

Entertainment, downloading	Strongly agree	47	23.5
	Agree	92	46
	Neutral	47	23.5
	Disagree	14	7.0
Social Networking	Strongly agree	81	40.5
	Agree	86	43
	Neutral	22	11.0
	Disagree	11	5.5
Chatting	Strongly agree	58	29.0
	Agree	107	53.5
	Neutral	23	11.5
	Disagree	12	6.0
e-mail	Strongly agree	69	34.5
	Agree	64	32.0
	Neutral	52	26.0
	Disagree	15	7.5
Total		200	100

The table outlined the most important reason why the students that were chosen use social media. From the table above, it is observed that 44% strongly agree and 28% agree that Facebook has an influence on students. 19.5% Strong Agree and 51% agree that site surfing purposes of utilization of social media.36 % strongly agree and 45.5% agree that respondents are engaged in YouTube 23.5% strongly Agree, 46% agree that Entertainment, downloading has an influence a strongly influence on social network directly influences the students.40.5% Strongly Agree 43.0% Agree that Entertainment, downloading has a strongly influence on social network directly influences the students.29% strongly agree, 53.5% Agree that Social Networking has a strongly influence on social network directly influences the students.34.5%. Strongly agree, 32% Agree that they use social media for chatting purpose .Findings from a cumulative value of strongly agree and agree reveals almost all the selected youth are utilizing social media for various purposes.

Conclusion and practical implications

The ability of online social networking technology to allow dynamic behaviour and the vast-scale amount of information shared by users is a big part of the reason why the student community is becoming more interested in it. Students have the ability to produce, distribute, and consume a wide variety of multimedia resources such as photographs, films, and blogs, among others. The technology that enables social networking is fundamentally inspiring to the students, and it is practically well-suited to broaden their educational experience. It ensures that every student has an equal opportunity to acquire the information and abilities essential for college and job preparedness in today's digital environment. This new social networking technology, which supports a new vision for rapid learning, has garnered the backing of a significant number of education reformers in today's world. Learning using networking technology is vital for students to acquire the competences to operate successfully in a competitive environment. The use of technology may assist to improve and increase the acquisition of information and skills. Teachers and pupils are linked to one another via social networking, and both groups are able to make effective use of various online resources in order to further their academic careers.

Every day, the globe becomes a little bit closer, and people everywhere want to feel linked to it. The number of people reading static blogs and webpages is decreasing. The world is heading increasingly in the direction of "information streams." They need not to make any efforts in order to get the information; rather, users are provided with the information directly. It has become common practice for everyone, and as a result, more and more people are becoming dependent on various forms of technology. The term "social media" refers to a group of technologies that are mediated by computers and that make it easier to create and share information, ideas, opinions, concerns, career interests, and other kinds of expression via the use of online communities and networks. The services of social media platforms are delivered through the internet and may be accessed using a variety of devices, including personal computers, laptops, smartphones, and tablet computers. People who use these services may have a highly engaging platform on which they can also exchange photographs, movies, information, and other content with one another via a specific network. The use of social networking sites may have beneficial as well as detrimental effects on academic aid and support.

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