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Impact of Social Media on Youth

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Abstract

Social media has been playing a significant part in helping people to communicate with people all over the World by facilitating communication abilities. The speed and effectiveness of social media as a communication tool cannot be denied. It's the newest type of media, and it has a lot of features and qualities. It's a terrific approach to strengthen relationships because it offers texting, image, video, and audio sharing, quick publishing, direct interaction, and the ability to connect with individuals all over the world. Present paper aim is to discuss the impact of social media on youth.

Keywords: Social Media; Impact; Youth.

INTRODUCTION

Communication is a vital part of regular daily existence. It is a stand out amongst the most fundamental and in dispensable piece of our reality. It is crucial for a person's growth as well as the creation and maintenance of groups as well as the relationships between them. Leagans (1961) defined Communication is the process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the meaning, intent and use of messages. It is a two way process comprises the following elements: sender, message, channel, receiver, feedback, and context. Beyond merely storing and decoding information, news, ideas, and emotions, it requires people coming to a mutual understanding. It is crucial that they additionally develop and share meaningful content for the messages sent *(Daniel, 2013)*. Communication is a process of sending and receiving verbal and non-verbal messages that produce a response. When the intended reaction or response is received from the recipient, communication is found to be effective.

Good communication does not consist merely of giving orders, but of creating understanding. Better technology and improved communication skills will be the main drivers of future advancement. In daily life, communication enables us to connect with people, share our experiences and needs, and strengthen our bonds. It gives us the chance to communicate our views, share information, and express our emotions.

Social media: A tool of communication

Social media has been playing a significant part

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in helping people to communicate with people all over the world by facilitating communication abilities. The speed and effectiveness of social media as a communication tool cannot be denied. It's the newest type of media, and it has a lot of features and qualities. It's a terrific approach to strengthen relationships because it offers texting, image, video, and audio sharing, quick publishing, direct interaction, and the ability to connect with individuals all over the world. In the very little period of time, it grasps the whole human activities in its clutches in such an extent as each and every person in the world is compelled to get help of it at every walk of his or her life *(Pandey, 2014)*.

With the increase in ICT applications and increased internet usage, social media or Social Networking Sites (SNSs) have become an intricate part of modern life. They are ideal examples of technological and social platforms combining to create a new communication medium. Individuals create online profiles on a variety of SNSs in order to establish and maintain social contact with others.

Social media is a network of internet facilities that is on the technological and ideological foundation of web 2.0. which provides space for the development of user changeable content *(Kaplan and Haenlein, 2010)*. Social networking sites are referred to as web based services that allow users to establish profiles with choices based on their interests. Social media is a way to make one's voice heard all over. It offers cheapest and fast access to the world, so it is very important for all ages of people. Social media are media for social interaction that use highly accessible and scalable publishing techniques. Social media transforms communication into interactive dialogues by utilizing web-based technologies. Social media is the medium to socialize. They make use of web-based technology to rapidly disseminate knowledge and information to a large number of users. They enable the creation and sharing of user generated content. A social network is a group of people who are linked together by a set of relationships *(Manjunatha, 2013)*.

Social networking sites (SNS) are internet based social spaces that enable communication, collaboration, and content sharing across networks of contacts. Users can use social networking sites to manage, build, and represent their social networks online. Social networking sites are typically made up of other people; however, they may also include profiles of events, businesses, and even political parties. People use Social Networking Sites for a variety of purposes. Connecting with existing networks, creating and developing contacts, finding information, creating and customising profiles etc. are the most common uses. Social networking sites have grown in popularity quickly.

Youth

Youth is the period in everyone's life when they are young. This period occurs in everyone's life and refers to the time period between childhood and adulthood. It is primarily defined by its appearance, freshness, spirit, and vigour etc. United Nations Organization (UNO) defines youth as persons between 15 and 24 years of age and all UNO statistics are based on this classification. The Inter governmental organization (Organization for Economic Cooperation and Development) defines youth as people of age groups ranging from 15 to 29. According to *National Youth Policy (2014),* youth age group is defined as 15-29 years. In India youth is defined as people aged 15 to 35 years *(Ministry of Youth Affairs and Sports). Kumar and Kumar (2013)* conducted a study on use of social networking sites (SNSs) reported that majority of the respondents were in the age group 20-30 years followed by 31-40 years and remaining were above 40 years. *Sinha and Bhattacharje (2014)* concluded that majority of the respondents (58.2%) family income ranges between 20,001 Rs/month-40,000 Rs/month while 29 per cent had less than 20,000 Rs/month remaining had income above Rs 40,000 Rs/month. *Yadav (2015)* in a study on Entrepreneurial intention of Undergraduate students reported that majority of the respondents (81.00%) belonged to nuclear family and remaining were from joint family. *Rai (2017)* found that out of 685 respondents, 224 were males and 276 were females. 56 percent of the respondents were in the age group of 14-19 years whereas 44 percent were between 20-25 years old. *Vidyashri and Shivagangamma (2017)* concluded that majority (64.00%) of the respondents were male followed by (36.005%) were female. Most (64.00%) of the respondents were studying graduation followed by PUC and diploma (36.00%). A*bhani (2019)* in a study on Impact of social media over youth of India reported that approx. (75%) respondents were between the age group 21 to 35. 58.3 percent were post graduate. *Rawath et al. (2019)* in a study on Impact of Social Media on Youth inferred that 68 percent of the respondents belongs to the age group of 18-25, 28 percent belongs to the age group of 26-30 and 4 percent below 18.

History of social media

The history of social media began with the BBS (Bulletin Board System) in 1978, which allowed users to communicate directly with the central

system for accessing data and sending messages. Later in the same year, Usenet was launched, allowing users to post news and articles. IRC (Internet Relay Chat), the first instant messaging tool was created in 1988. Later in 1994, the first social networking site, Geocities was launched. Six degrees. com was launched by AOL (American Online) in 1997, enabling users to create their own profile. Wikipedia was founded in 2001 with the purpose of bringing almost all types of information together in one place and allowing users to edit it. Linked In, a professional social networking service was founded in 2002. It is intended for professional business people to communicate, find jobs, and socialise with one another. Friendster, which is still active today was launched the same year. It was the first social media site to attain over 1 million members. In 2003, Skype was launched, allowing users to make free video calls over the internet. Myspace, the largest social media site in the world from 2005 to 2009 was also launched in 2003. Facebook was created in 2004 specifically for Harvard University students. The site became available to anyone with a registered email address in September 2006. YouTube is a popular video sharing website which was founded in 2005. Twitter, a popular microblogging site, became available worldwide in 2006. Slide Share was also introduced in 2006. In February 2007, tumbler was launched, expressly designed for short-form content such as photos, video, quotes, text, and other types of short stories. Whats App, one of the most popular instant messaging apps was launched in 2009. Instagram, a popular photo sharing app first appeared in October 2010. Pinterest, a photo sharing website was launched in 2010. Pinterest's evolution is based on its users' shared interests and it relies on its members to create content. There are numerous social networking sites and applications available today that serve various communication and interaction needs of users.

Social media statistics

The number of social media users in India is increasing as new technological devices such as smartphones and laptops become more widely available. Certain social media statistics have been referenced to confirm the growing use of social media for various purposes. Fig. 1: Shows the number of social media users over years. In 2020, over 50 percent of India's population was accessing social networks. In 2022, 58.31 percent population had accessed social networking site via any device. It was estimated that by 2025, this penetration of social networks would be 67

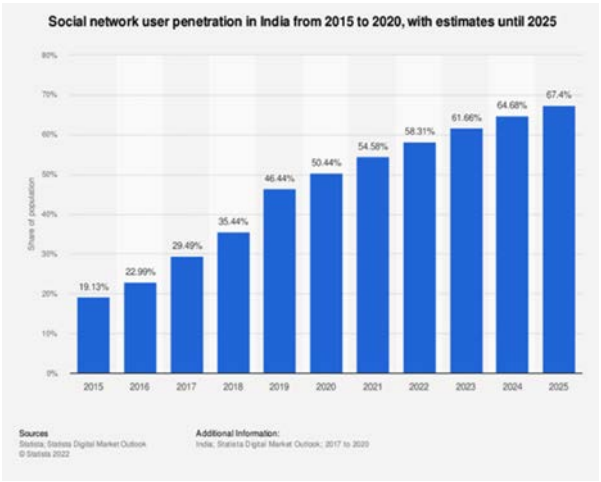


Fig. 1: Social network user penetration in India.

percent of the country's population. We can infer from the fig. 2 that Facebook is the most used social media globally. Youtube has closed the gap with Facebook over the past year though, with the platform's audience growing almost twice as fast as Facebook's. Youtube now has at least 2.54 billion active users approximately 88 percent of the latest total. It is closely followed by WhatsApp and Instagram. *(Global Digital, 2023).*

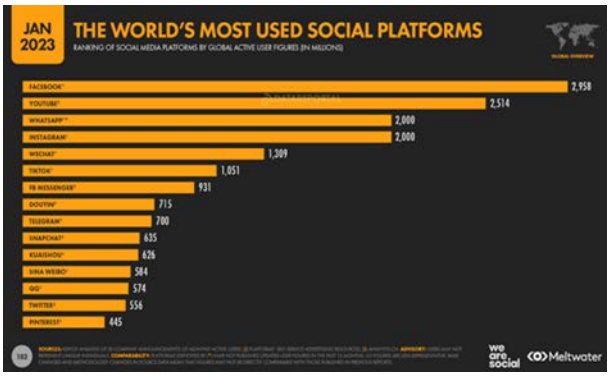


Fig.2: The World's most used social platforms. (Source: Meltwater)

Types of social media

According to Pahuja (2018) types of social media are:

a) Book marking sites: It allow users to save, organize and manage links to various websites and resources around the internet. Some of the examples are Reedit, Stumble Upon, and Digg.

b) Social networking sites: It enable users to connect with other people of similar interests and background. Typically, these consist of a profile, various ways to interact with other users. The most popular amongst them are Facebook, WhatsApp, Instagram, linked-in, Skype, Google Talk and so on.

c) *Media Sharing:* It allow users to upload and share various media such as pictures and videos. The most popular are YouTube, Pinterest, Instagram.

d) Blogging: Journal style websites where users can contribute textual and multimedia content in reverse chronological order. Huffington Post, Business Insider, Word Press, and tumbler are some examples.

e) Micro-blogging: Services that focus on short updates that are distributed to anyone who has subscribed to receive them. Twitter, Plurk are some examples.

f) Social news: It is the sharing and selection of news stories and articles by user communities. Digg, Reddit, and Quora are a few examples.

g) Wikis: A collaborative editing environment in which multiple users can create Web pages. Examples include Wikipedia, Wikitravel, and Wikihow.

h) Answers: Question and answer platforms for users seeking advice, guidance or knowledge. Other members of the community can respond to these questions based on previous experiences, personal opinions, or relevant research. Ratings and comments are commonly used to evaluate answers. Yahoo! Answers and Wiki Answers are some examples.

Different social networking sites:

(i) Facebook: It was developed in 2004 by Mark Zuckerberg. Facebook was initially restricted to Harvard students, but it was later made available to anyone over the age of 13 as long as they had a valid email address. Facebook is a popular social networking site that allows users to create their own profiles, exchange information, and follow and comment on other people's pages. Facebook has become, by far, the largest social network in the world.

(ii) YouTube: This is a video sharing platform where users can discover, watch, and share their own videos. Since its inception in early 2005, it has grown to become the most successful Internet website offering a short video sharing service. YouTube has a collection of videos on a variety of topics, including personality and skill development, demonstrations, and experiments. YouTube can provide new learning experiences and raise interest in the educational process.

(iii) WhatsApp: WhatsApp is an instant messaging application for smartphones that comes with an end to end encryption. WhatsApp is a free application that is very simple to use. It is very easy to create content and share it via WhatsApp. Text, graphics, videos, audios, and other educational materials can be easily shared within a WhatsApp group. WhatsApp is a useful medium for mobile learning when utilised in a blended course plan. Therefore, WhatsApp can easily be included into other class activities. *(Barhoumi, 2015)*

(iv)Instagram: Instagram is a feast of eye catching visuals and creative inspiration. It was designed primarily to allow for the public and private sharing of photos and videos. Facebook purchased it in 2012. It is a social network for product based businesses, influencers, and coaches. Most Instagram users are between 18 to 29 years of age with 32% of Instagram users being college students.

(v)Twitter: Twitter is a real time, Web based service that allows users to send short messages to other users and comment on their posts. Tweets are extracted from twitter. A tweet is a short message of not more than 140 characters that users use to communicate their thoughts. Twitter popularised microblogging as a newer blog option. Twitter represents what is going on in the world and what people are talking about right now. It was an experiment that quickly turned into a messaging addiction for many people. Twitter is widely used by a large number of people to follow celebrity tweets and to learn what the 'stars' of the world have to say about various issues. Twitter can be used as an educational tool to help engage students and mobilise faculty into more active and participatory role. Twitter is what's happening in the world and what people are talking about right now. *(Junco et al. 2010)*

(vi) Pinterest: It was Founded in 2010 by Evan Sharp, Ben Silbermann and Paul Sciarra. Pinterest is a mobile application that allows users to find information on the World Wide Web. Fashion, food, decor, wedding, workout and DIY related pins are some of the most popular content on Pinterest.

(vii) LinkedIn: This is a professional network that provides a platform for professionals to communicate with one another. Nearly one million professionals and companies utilise the website worldwide. The website allows students to register and explore a variety of job prospects both in India and overseas. The website can be utilised as a marketing tool as well; it can be a perfect location to share information about any research project, blog or extracurricular activity with others who have similar interests and get their opinion. Linked In users frequently network with others in their profession and maintain a contact list of

people they know and trust. The concept of trust is essential in this SNS since connecting with others requires either a pre-existing relationship or some common contact *(Papacharissi, 2009)*.

(viii) Slide share: It allows users to share and check presentations on any topic. It can be used in any educational situation, much like presentations are useful for classroom instruction. It can support text with pictures, charts, and other illustrations, which can substantially aid in making the material more understandable.

(ix) Wikipedia: Wikipedia is a well known social networking site that functions as a virtual encyclopedia that is considerably more detailed than encyclopaedias. It is one of the largest sources and has a huge collection of educational articles that are updated and visited by millions of users every hour. Additionally, Wikipedia offers links to pages that are connected to the topic to help users find other sources.

(x) Blogs: Weblog or blog is an online journal where several writers engage in conversation on a specific subject. The main function of blogs as a social media tool is to facilitate communication among specific group of individuals. The extensive usage of blogs in education has a long history of research behind it. Students can easily set up their own personal blogs and use them to express their thoughts, provide links to online educational materials, and participate in discussions with peers and teachers.

Status of youth in India

India has one of the youngest populations in the world. Youth in the country is the most viable and potential human resource not only in population structure but also in social structure. Youth is the most energetic and productive section of a society. A country's ability and potential for growth is determined by the size and strength of its youth population. The National Youth Policy, 2014 defines youth as the person in the age group of 15-29. The Ministry of Statistics and Programme Implementation (MoSPI) has released 'Youth in India 2022' Report, which shows that the population share of the youth is starting to decline where as the share of the elderly is expected to increase during 2021-2036. The total youth population increased from 222.7 million in 1991 to 333.4 million in 2011 and is projected to reach 371.4 million by 2021 and, thereafter, decrease to 345.5 million by 2036. Proportion of youth to the total population had increased from 26.6 per cent in 1991 to 27.9 percent in 2016 and then projected to start a downward trend and to reach 22.7 per cent by year 2036 *(Ministry of Statistics and Programme Implementation, 2022)*. Youth population contributes only 28.8 percent to total population in Uttarakhand, 2021. It is estimated that by 2031, the share of youth in total population in India will be 23.9 percent and 21.9 percent by 2036. It is clearly visible that the the population share of the youth is declining in Uttarakhand.

Utilization pattern of social media among the rural and urban youth

The social media environment is always evolving and changing. Its usage is increasing daily. Social media is used for Peer-to-peer communication between friends, relatives, and co workers. Young people are heavy users of social media, with studies showing that they spend an average of 2-3 hours per day on these platforms. Some of the most popular social media platforms among youth include Instagram, Snapchat, TikTok, YouTube, Facebook, and Twitter. Most young people access social media through their mobile devices, with many platforms being optimised for mobile use. Social networking sites are mostly used for gaining knowledge, for referring news update, gaining exposure, learning and for gaining command over language. *Manjunatha (2013)* in a study on the Usage of social networking sites among the college students in India found that most of the respondents (80.00%) spend significant amount of time on using social networking sites regularly and 20 per cent of the students do not spend any time using social networking sites. *Rana and Singh (2014)* found that majority of the respondents (83.33%) referred social networking sites for gaining knowledge, for referring news update and gaining exposure. Around two third of the respondents used social networking sites for learning and 44.6 per cent of the respondents referred for gaining command over language. *Shabir et al. (2014)* found that the excessive users in the educational computer labs use the social media forms for comments, chatting, image and video sharing and texting etc. This average touches almost half of the sampled population. This shows that they ignored their primary focus on their study and other activities while utilising the facility of internet in connecting with their friends on the social media networking forums with their average utilised time between 30 to 60 minutes. *Bharadwaj et al. (2017)* in a study on Impact of social networking on Indian youth - A Survey" found that on social networking sites 35 percent of the respondents spent less than one hour per day, 28 percent of the respondents spent

1 to 2 hours per day, 22 percent of the respondents spent 2 to 3 hours per day and 15 percent of the respondents spent more 3 hours per day. *Rai (2017)* reported that the students have access to internet, 73 percent are members of any one of the social networking sites, Facebook being very popular followed by Google+. Majority of the students used social networking sites mainly for social purposes rather than for educational purposes. *Singh et al. (2017)* in a study on Social media usage: positive and negative effects on the life style of Indian youth found that majority of youth use social media for entertainment, chatting, site surfing etc. *Varghese (2018)* found that WhatsApp was the most preferred social media among youth (98%), followed by Facebook (81%) and Instagram (69%). Twitter and Google+ users were found to be lagging.

Impact of social media on rural and urban youth

The impact of social media platforms can be seen in our way of interacting with others in both personal and professional lives. Everyone can simply and efficiently communicate through social media at any time, from any where in the World. Social media has a great impact on education. It has revolutionised access to educational services throughout the world socio-economic spectrum. Besides positive aspect there are also negative things related to it. The ease with which everything is available on social media discourages young people from reading and writing. Social media also have an economic impact on how content is created and consumed and also on the information and communication technologies industry. Social media increasing isolation as people are pre-occupied with reading and sharing messages on different social media accounts. Social media has enhanced public knowledge and democratic involvement by making information available to everybody. Social media play a big role in creating online communities that bring people together to interact and share knowledge. Over using social media can result in addiction that inculcates negative sites with a casual attitude might have mental and bodily consequences. *Deshmukh et al. (2014)* reported that respondents were always active and in touch with social networks and these sites were very popular among the youths with the majority of them stated that they were always busy in their online activities which had both positive and negative impact on their lives. *Kaur and Bashir (2015)* reported that positive effects include socialisation, enhanced communication, learning opportunities and access to health information. Negative aspects included depression, online harassment, cyber bulling, sexting, fatigue, stress, suppression of emotional and decline of intellectual ability. *Bhatt and Arshad (2016)* found that social media has negative impact on youth and adversely affects their education, behaviour and routine lives. It messes up much of study time of students and spoils their spelling skills and grammatical construction of sentences. Many apps were found to be highly addictive, which left a trace and becomes difficult to control. The impact was so powerful that users gave up their real world interest and their entire emotional quotient was restricted to the app. Their moods depends on the reply which they received from their friends. *Mensah and Nizam (2016)* in a study on Impact of social media on students academic performance- a case of Malaysia tertiary institution revealed that time appropriateness and health addiction has a significant influence on the academic performance of the students. The students who are pre-occupied with social media platforms or social networking results in skipping the meals which has a negative impact on their health. It was also found that privacy or security problems and time duration have no or minimal impact of student's academic performance. *Dimitrovand Nongkynrih (2017)* found that 40 percent respondents strongly agree that usage of social networks affects physical activity, 17.5 percent respondents agree that usage of social networks affects physical activity, 22.5 percent respondents strongly disagree that usage of social networks doesn't affect physical activity, 20 per cent respondents disagree that usage of social networks doesn't affect physical activity. *Singh et al. (2017)* in a study on Social media usage: positive and negative effects on the life style of Indian youth found that over utilisation of social media has adverse effects on the user's physical and mental health such as panic sensations, anxiety, strain, mental fatigue etc. It was inferred that youth cannot imagine their life without social media despite its negative effects. It was also revealed that over use of social media makes youth sluggish and unenthusiastic about the interactions with people in real life. *Rawath et al. (2019)* found that 20 percent of the respondents said that they have benefits/positive impact of learning from social media and another 20 percent of the respondents got benefits of staying connected with friends through social media, 28 percent of the respondents got benefits like entertainment and fun, 18 percent of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures. *Davila et al. (2012)* concluded that severe depression symptoms among younger generation were associated with less positive and more

negative social interactions and inverse relation between depression and internet use. They further suggested that various social forms like gaming & chatting diminished the depression risk. *Pantic et al. (2012)* revealed that depression and time spent on Facebook by teenagers was positively correlated. These findings revealed that symptoms of major depression had been found among individuals who spent most of their time in online activities and performing image management on social networking sites. *Williams et al. (2012)* found more the Facebook friends a student had higher the level of loneliness he/she reported. People who consumed less social networking revealed higher scores of shyness and loneliness, they were also socially less active, and similarly problem of loneliness also got reduced due to increase status updating. *Ranaweera et al. (2015)* in the study on Use of social networks and its effect on students found that economic status of the students and their exposure to various technologies positively influenced the use of social media for education. *Ebrahem (2016)* studied relationship between adolescents use of technology and their parents social relationship revealed that there was a highly statistical correlation between adolescents technology usage and social interaction with parents. *Celestin and Nonyelum (2018)* showed that there was significant relationship between time spent on social media sites and academic works. It also revealed that the nature of social media activities which the student engaged in did not had any significant impact on the student's academic performance.

Importance of social media for youth

In today's contemporary world, social media has gained popularity among the younger generation in India. It enables the younger generation to interact, communicate, and share knowledge with one another regardless of the physical distance between them. Since the younger generation has grown up with technology, they feel more at ease using and accessing social media to communicate and form relationships. The new generation of youth who are growing along with new communication technologies are emerging as "new generation" *(Narasimha murthy, 2014)*.

The younger generation's use of social media for information and entertainment in India is leading. In higher education and research, youth typically predominate. Some of the younger generation works in the organised sector or engages in professional activity. It helps professionals to share and communicate information and knowledge at a faster rate and which is most helpful for their occupations. It is useful in getting expert guidance from the senior professionals. Higher education recipients are informed about job openings across numerous industries. Students are exploring and experiencing the world not only by books and assignments but also, by adapting social media. With a greater emphasis being placed on technology in business and education, youngsters are being assisted in gaining skills that will serve them through out their life. Teachers can improve the basic curriculum by using SNSs. Students who use a website every day for fun and that incorporates learning activities realise that learning should be a part of everyday life *(Srivastava, 2012)*.

Social media also have an economic impact on how content is created and consumed and also on the information and communication technologies industry. A considerable number of businesses are including social media in their marketing plans. Social media increasing isolation as people are preoccupied with reading and sharing messages on different social media accounts. Therefore, Face-to-face interaction between members of society has decreased *(Rawath et al. 2019)*. Social media has enhanced public knowledge and democratic involvement by making information available to everybody. It offers Government and law makers additional channels for communicating with the public. The internet offers a variety of opportunities for increasing community involvement and improving connections.

Social media play a big role in creating online communities that bring people together to interact and share knowledge. Over using social media can result in addiction that inculcates negative behaviours. One of the risks related to social media is cyber bullying. Adoption of social networking sites with a casual attitude might have mental and bodily consequences.

Problems faced by youth

In today's World, the use of social media has revolutionised our society in numerous ways and its application has reached in almost every aspect of our lives. Further more, social media has altered our daily lives in a variety of ways. We are unconsciously adapting to the lifestyle that social media has created. Social media has transformed our social life across the entire social spectrum, be it in rural or urban areas. Youth use social media more than any other segment of the population, and this use has changed the youth's daily lifestyle by influencing their daily routines, schedules, behaviour, interaction pattern, and relationships.

Youth population quickly learns about the use of social media in various fields because youth is a phase of life when people are curious and learn a lot about their surroundings. These young people are the future of the Nation and their socialisation is dependent on their interactions with the environment. Without a doubt, social media is simple to use and saves our time, money, and energy. Using technologies can reinforce new social behaviours and ways of thinking, including both desirable and undesirable behaviour.

Social media provide youth a platform to express themselves and communicate their thoughts and ideas. This can help them to develop their communication skills and build confidence. Youth has an access to a wealth of information on a wide range of topics which helps them to expand their knowledge and stay informed about the world around them. Social media offers to express the creativity through posts, videos, and other forms of content creation helping youth to develop their artistic skill. Students are exploring and experiencing the world not only by books and assignments but also, by adapting social media. With a greater emphasis being placed on technology in business and education, youngsters are being assisted in gaining skills that will serve them throughout their life.

Social media is a type of technological innovation, and every innovation has some advantages and disadvantages. Excessive use of social media has been an on going activity that is growing at an alarming rate and contributing to addiction among young people which is a serious problem. Problems resulting from excessive social media use have been observed across the globe, especially in India, where usage has expanded considerably *(Siddiqui and Singh, 2016).*

Social media has taken our society to a completely new level since its inception, but there are many limitations and bad practices associated with it. Youth are the most powerful segment of the population because they are vibrant, dynamic, innovative, and enthusiastic and it quickly learns and efficiently uses the social media for various purposes. This group of people is thought to be the most adaptable to changes. It means that their ideas, beliefs, and behaviours are expected to shift in response to the unleashed new forces of social media. Youth rate is very much to shifting into social media so its influences are much on youth. Thus, it is necessary to understand the impact of social media on youth and how it influences their values, customs, education, social, and professional lives.

CONCLUSION

Over the past few decades, social media have emerged. a significant area that is becoming more and more important in young people's life, offering both opportunities and challenges. Youth's lifes are significantly impacted by social media. Social media has unquestionably improved people's lives, but it has also brought with it risks for both the individual and society as a whole. The behavioural and mental health of young people have also been affected along with professional and academic accomplishments. Youth may access a lot of information on a variety of subjects, which helps them to learn more and stay current on their surroundings. Youth may hone their artistic abilities by using social media to express their creativity through posts, videos, and other types of content creation. Growing instances of online aggression and phoney profile crimes have a harmful impact on young people. Perhaps, like a coin with two sides, social media also have both positive and negative impact. This study is an effort in this direction with the objective of exploring the profile characteristics of rural and urban youth and to check their patterns of using social media along with its impact on youth.

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