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## Social Media Usage and Its Impact on Values Among the Youth

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### ABSTRACT

*This paper examines the decline of values among youth due to the influence of social media. The rapid growth of social media has brought significant changes in the field of technology and human interaction. Modern individuals acquire vast amounts of knowledge for personal development through these platforms. Today, the world relies heavily on social media for business, communication, and innovation. Youth, in particular, benefit from social media as it helps them explore various topics related to their education and personal interests. Over time, social media has become inseparable from the lives of young people. However, its influence has also led to a reduction in traditional values among the younger generation. Their modernized thoughts and attitudes often overshadow human values. Many young individuals now prioritize wealth and social recognition, using social media as a means to gain popularity and influence in society.*

## 1. Introduction

Social media is a digital platform that enables people to communicate, exchange ideas, and share information more effectively. It keeps individuals updated about global innovations and helps them build social relationships with others who share similar interests, backgrounds, hobbies, or professional connections. Social media has a profound influence on young people (Akram & Kumar, 2017), connecting individuals worldwide and helping them maintain relationships across distances. Various forms of social media exist today, including blogs, microblogs, wikis, social networking sites, video and photo-sharing platforms, messaging applications, podcasts, widgets, and virtual communities. It has become an integral part of human life, shaping how people interact and access information (Owusu-Acheaw & Larson, 2015).

### Significance of Values

Values play a crucial role in the holistic development of an individual. The behavior and character of a child are shaped by the values instilled during childhood, often through moral stories and teachings by elders. Values form part of tradition and greatly influence one's achievements in life. Philosophers emphasize that values shape attitudes and play a central role in character building. Indian epics such as the *Ramayana* and *Mahabharata* highlight the significance of values in human life. Values are not merely adopted but must be acquired through

practice, involvement, and dedication. Unfortunately, in the present century, there has been a drastic change in human behavior

and character formation, reflecting a decline in the importance of traditional values.

### Objectives of the study

1. To find out the level of social media usage and its effect on the values among the youth.
2. To find out whether any relationship exists between utilization of social media and their value perception by the youth with regard to gender.

### Hypotheses:

- There is no significant difference in the level of social media usage and its effect on the values among the youth.
- There is no significant relationship exist between utilisation of social media and their value perception by the youth with regard to gender.

## 2. Martials and Methods

The investigators had adopted survey method for the present study. Survey method deals with variables such as social media influence and value perceptions among the youth. The data for the study was collected from 107 senior secondary students of senior secondary schools.

### Tools Used

Two major tools were adopted by the investigators for this study.

**Analysis of Data:** To find out the level of social media usage and its effect on the values among the youth.

**Table 01.** Level of usage of social media by youth

Variable and its dimensions	Low		Moderate		High	
	N	%	N	%	N	%
Sharing personal details	14	19.4	44	61.1	14	19.4
Posting and watching sexual contents	16	17.1	24	68.9	5	14.3
Bothered about others post and comments	16	15	72	67.3	19	17.8
Likes and dislikes of social media	15	14	70	65.4	22	20.6
Effects of social media on me	4	11	81	75.7	15	14
Usage of social media (Total)	17	15.9	71	66.4	19	17.8

### 3. Results and Discussion

1. There is significant difference in the level of social media usage and its effect on the values among the youth.
2. There is significant relationship exist between utilisation of social media and their value perception by the youth with regard to gender.

#### Boons of Social Media

The impact of social media has made a terrific innovation in the world and the life of children. In the present world, Social Media supplies plenty of facts, ideas and information to the learners. It bridges the gap between people thereby enabling them to maintain contacts with people in distant lands. Day to day happenings is being updated in a short span of time and it brings popularity to person and place. The talents and creative skills of a person can be expelled through these social media platforms. YouTube and Facebook are the best platforms for showcasing the hidden talents of people in the society thereby enhancing their income and opportunities. The benefits from these

social media during the pandemic can never be forgotten. The people suffered from lack of shelter, food and clothing were reported through WhatsApp, Facebook and the rescue team saved millions of lives. People are under pressure to adopt new lifestyles as a result of technological innovation. Social networking websites can help young individuals to develop their social skills (Siddiqui and Singh, 2016). Various job opportunities are granted to people through social media.

On a professional basis, social media can be used to increase or broaden one’s expertise in a particular sector and develop one’s professional network by establishing connections with other people working in the same field (Shahjahan & Chisty, 2014).

Social media reduces the time and stress of the students by providing innumerable information about the things they search. The students of the present generation rely completely on technologies for their improved lifestyle. The online platforms provide them with various learning materials and resources to achieve progress in their life. Self-learning materials and online coaching

are granted to the learner's. In educational classrooms; these media are typically used exclusively for messaging or texting. Student collaboration has improved in both quality and quantity because of social media.

Through numerous social media platforms like Facebook, Orkut, Instagram, and others, students are able to easily interact or share knowledge with one another (Kubey et al. 2001).

**Table 2.** Test analysis on the scores of usages of social media by youth with regard to gender

<i>Variable and its dimensions</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>t - Value</i>	<i>P - Value</i>
Sharing personal details	Male	72	28.0833	6.31731	1258	0.25
	Female	35	26.8571	4.45331		S
Posting and watching sexual contents	Male	72	37.3611	7.00966	0.448	0.056
	Female	35	36.6571	7.90734		S
Bothered about others post and comments	Male	72	31.4583	8.29039	0.121	0.899
	Female	35	31.6571	7.23936		NS
Likes and dislikes of social media	Male	72	47.6528	11.1812	4.241	0.366
	Female	35	38.5429	8.6308		S
Effects of social media on me	Male	72	19.8472	6.02029	2.582	0.037
	Female	35	19.0857	5.09539		S
Usage of social media (Total)	Male	72	1.6440E2	30.0275	2.649	0.049
	Female	35	1.5280E2	22.2033		S

**Value degradation through Social Media Influence:**

Mankind considers social media as a boon but it also has some adverse effects in the life of children and youth. Traditional practices and customs are considered worthless and it has been dropped from the younger generation. As they depend on these social media platforms they ignore the importance of values. They try to find happiness within the closed circle of life. They gradually curb themselves within the four walls of a house or a building.

The advancements of Social Medias make the children mechanical. As the children are drawn more towards social media, they lose human qualities like kindness, care, affection and values like sympathy, unity, empathy. The learners show laziness and aversion towards learning the subjects. They become

absent minded in the classroom because their attention gets deviated and moreover the students may feel discomfort listening to the lecture and demonstrations of the teachers.

They prefer to be all alone enjoying their private space and priorities. The students begin to avoid friendly talks with elders and tend to be away from the pleasures of everyday life. These diversions make the learners bunk classes and develop hatred towards themselves and the society.

The children consider the friends from social media to be the best companions in their life .The social media platforms like Facebook and Instagram are considered to be the best ever sources of engaging in friendly relationships with others. The pathetic reality is, these applications open up traps for the learners. Through these apps fake profiles are created and the people cheat the younger

generation. The motivation and the advice given to them through some strangers will be the favourites of the students. They ignore the practices taught by their family members. Cooper and Blumenfeld (2012) found that between 12% and 21 % of students reported being victims of cyberbullying. This idea is supported by a number of studies that were carried out between 2004 and 2010 (Lenhart et al. 2011). Moreover the students pretend themselves to be humble and value based by posting images or videos in the social media to get the attention from the public. They change their attitudes based on the challenges they face in society. According to Hinduja and Patchin (2014), just forty percent of adolescents who have been victims of cyberbullying disclose their experiences to their parents or other members of their family, and fewer than thirty percent disclose the issue to their teachers.

Psychomotor learning was prominent in the olden days and so the children gradually became involved in recreational activities like gardening, exploring, inventing and discovering etc. Normally friendly talks with neighbours and participating in various activities in the society improve the overall development of a student and they become close to nature in all aspects. Now rarely children sit with the elders and learn things from them. Because they consider social media platforms and the information gained from these sources to be superior to the traditional methods and practices.

### **Recommendations**

The social media platforms supply all sorts of resources to the students and hence they should also impart values in the life of the learners by providing opportunity to read value oriented articles, visualise videos and images.

Imbibing values should be given primary importance in the social media applications.

The videos the learners watch and the movies create a horrible image in their mind. Hence the youth based movies released which pays much attention to drug addiction and fight scenes should be avoided. Rather overcoming drugs and value based themes should be portrayed in the movies and programmes.

### **4. Conclusion and Recommendations**

Great philosophers such as Socrates and Aristotle observed that *"Values shape the identity and mould the personality of an individual."* However, these profound statements often remain confined to textbooks, roadside slogans, or framed photographs, rather than being practiced in daily life. Among today's students, values are increasingly neglected, leading them to act primarily on spontaneous ideas rather than guided principles. As a result, essential human values are being eroded in the lives of the younger generation, with many forgetting their responsibilities towards parents and society.

Although the Preamble of the Indian Constitution emphasizes the importance of values, students often learn them only superficially in educational institutions without applying them in practice. They fail to recognize that values provide the foundation for harmonious relationships with people and the environment. Yet, as society progresses, it must be remembered that every individual is part of a culture and tradition where values hold central importance. The current educational system, by promoting value-based learning, aims to nurture today's learners into responsible and democratic citizens of tomorrow.

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