

IMPACT OF SOCIAL MEDIA ON COMMUNICATION OF YOUTHS

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ABSTRACT:

Social media platforms have grown in popularity recently and offer users a more comfortable way of life. The way people connect, engage, and socialize with one another has been modernized. Due to the proliferation of social media platforms and applications, with the rise in complexity of life, media has become a necessary component of it in the present. Additionally, the range of social networking services provided by Developers provide the methods that end users are most likely to employ to facilitate communication streams of text, video, and audio. In actuality, the variety of entertainments in social media sites could lead someone to spend excessive amounts of time on computers or smartphone. These facts demonstrate that people can become physically inactive. The main purpose of this study is to find out the communication complications among youths. This study entails the investigation to discover social media is playing a key role in human 'current lifestyle. And how it's impacting communication skills of the users. This study observed both primary and secondary sources of information to examine the effects.

KEYWORDS: *Social media, youths, communication, new media.*

INTRODUCTION

The term media, which is the plural of **medium**, which denotes to the communication channels through which we publicize news, music, movies, education, promotional advertisements, and other related data. It includes physical and online newspapers, magazines, television, radio, billboards, telephone, Internet, fax and billboards. The media always worked as the apparatuses that broadcast information and entertainment to a large and massive number of populations. Media also assisted in creating social awareness and have too delivered people with an easy way of communicating and reading consequently, media refers various means of communication, its aim to reach a very large population, such as the entire population of Globe actually.

Social media is a computer-mediated tool with numerous features and properties. It enables people to communicate and connect with one another in virtual communities and networks by texting, sharing or exchanging information, images, or video. As a result of social media, the social fabric of society has been impacted. Today, it has become all-encompassing. The nature of social relationships is constantly evolving. It is almost everywhere that teens and young adults using

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internet. Around the world, the daily usage rate of social media is increasing. For example, everyone owns a Facebook, Instagram, twitter, snapchat etc. account due to the extremely popular growth of the social networking sites. The study focuses on how social media affects young people communication skills. Social Media is more than just a tool for information searching. Social media is used to connect with people, whether for personal or professional reasons, to make new friends, reignite existing friendships, or find long-lost relatives Technology and innovation are thought to be of the utmost importance to human life, so we must be aware of how to manage them appropriately.

The interaction between people can be referred to as communication. Face-to-face connection is the norm for communication, but on social media, communication happens when someone reacts to, comments on, or strikes up a dialogue with another user. Social media by student media as a platform for a variety of activities, including strengthening relationships, tracking down contacts, and discussing shared passions as well as others. Due to the availability of smartphones, pupils are more compelled to include social media into their regular activities. Technologies of information and communication and social networks can be utilized as efficient tools to enhance instruction and academic students using the internet environment.

Social media have permeated modern culture and are the focus of youth communication and their obsessive attention towards. It is unclear how much social media is influencing or supporting Youth's communication or how it affects academic success. However, some Despite its significant drawbacks, social media represents possibly the most significant transformation in recent decades. In terms of student academic engagement and interpersonal communication. Nevertheless, the query the impact of social media on students' communication abilities in college and school, and there has not yet been any empirical research on academic performance. This particular query was necessary the study is carried out by.

OBJECTIVE OF THE STUDY

The major objective to of this paper is:

- I. To investigate the effects of social media on youth communication.
- II. To identify the influence of social media on youth communication might be favorable or bad.
- III. To determine the growing usage of social media communication.

LITERATURE REVIEW

The impact of social media on college students' communication and self-concept was examined in a *Sponsil* [2013] study According to their study, 50% of students believe that using social

networking websites favorably affects their self-esteem, while 50% believe neither positively nor negatively. The kids value in-person interactions more than utilizing social media. Social media has a negative impact on kids' behavior, they discovered. The tendency to lurk is getting worse every day. Instead of going out and making new acquaintances, students choose to look at and converse with people they may not even know about their lifestyles. This may imply that the opinions of other users will affect how students perceive themselves. Additionally, this study discovered that the number of Friendships made on social media by college students may have an impact on their self-concept. It was discovered that the majority of college students have between 500 and 600 friends in their accounts, but the number of their friends is growing by the day. Social media sites have facilitated new forms of communication, but they also have an impact on people's self-concept.

Research by *Gilani* [2014] found that the impact of social media sites on changing children's mindsets. This study discovered that social networking sites have both positive and negative effects on youth. To begin with, youth are heavily involved in social media. The researcher discovered that positive social media use. Youth can impact their sociopolitical awareness and build various abilities, such as improve language competence or develop online communication skills. This study also discovered that students' study and performance in educational computer labs are negatively impacted by excessive social media use. Acquiring behavior sthe majority of students struggle to concentrate during class. They frequently disregard the tutorials and exercises that the speaker distributes. They frequently use the ability of the internet to text, leave comments, or even share videos on social media platforms like Facebook, Instagram, and Twitter. This has had an impact on how they behave in the educational setting. The youth's quality of life is also impacted by the unpleasant and immoral images, videos, or connections on social media platforms. They begin to share pointless information.

Chris [2014] conducted research on how social media influences undergraduate students' study habits. This study discovered that many students spent their quality time on social media, particularly Facebook, Instagram and WhatsApp, even during class. This study concluded that social media is beneficial to students' study habits, particularly during the day, but its addiction at night has a negative impact on their revision time. These findings also revealed that students were unable to exercise self-control when it came to the interference of social media with their revision, especially at night. Social media had influenced students' revision habits, causing them to prefer to engage in social media at night rather than revise.

According to *Romero* [2015] the effects of social media on students' and lecturers' performance, decision making, communication, engagement, trust, and leadership can be seen in universities. The researchers discovered that university students use social media for public relations, branding, and advertising. Social media users used social media tools in a more informative and useful manner. Despite the promotion of transparency, the relationship discovered is medium to low. Social media influences students' interactions and communication with teachers

and staff. The relationship between students and lecturers has changed as a result of the use of technology.

According to *Al-Sharqi* [2015] their study looked at the differences and similarities in Arts and Science students' perceptions of the impact of social media on social behavior. The study's goal is to discover students' attitudes toward the benefits and drawbacks of social media. According to this study, social media allows students to learn about different thinking styles, connect with others and communities, alleviate feelings of routine and boredom, and improve their ability to be open-minded. Furthermore, there are two unusual factors that influence the behavior of each group of students. The Science students are interested in respecting other people's opinions, whereas the Arts students value freedom of expression. This influence on social behavior is significant because it provides numerous advantages to students. Furthermore, social media has a negative impact on students. One of the most prominent concerns is that social media causes students to become physically inactive. Following that, social media influences pupils to reveal unfavorable thoughts, resulting in unproductivity and diversion from everyday routine activities. Students become less sociable and mentally dull as a result of spending so much time on social networking sites.

RESEARCH METHODOLOGY

The study proposed using both primary and secondary data sources. The secondary data were obtained through the literature review described in Section 2. Questionnaires will be used to collect primary data. A survey will be conducted to ascertain the impact of social media on youth communication. People can determine whether social media has positive or negative effects based on the results. The survey's target audiences are students from Aligarh Muslim university, Aligarh students and public schools located in Aligarh. The university students will be chosen at random for the survey and asked to fill out a form. The target students represented a homogeneous mix which is male and female, and the age range will be from 15 to 30 years old. The language use for the survey will be in English Language. The mode of collecting data is offline.

The questionnaire has been broken down into four sections. In the first section, students will be asked general and demographic questions about their gender, age, and course programme. The question is of the multiple-choice and text-based variety. Respondents will also be asked about their level of familiarity with the Internet and their use of social media. The second section will ask more specific questions about the type of social media they frequently use and why they use it. These questions will be of the checked box variety. Students can check the check box next to each question to select multiple answers. They will also be required to respond to the length of time they spend on social media each day.

In addition, the third section will focus on the respondents' perspectives on the benefits or advantages and disadvantages of social media on so their communication. On these questions, the Likert Scale response type will be used. The survey will provide a 1 to 5 scale for students to rate

each question. Scale 5 strongly agrees with the question, while scale 1 strongly disagrees. Finally, the fourth section will address the question of their perspectives on the negative aspect.

DISCUSSIONS

Effects of social media on communication:



Communication is a process in which two or more people indulge into this by sharing their, imaginations, thoughts, imparting ideas, exchanging information by using any medium of communication. The word “communication” comes from a Latin word called *communicare*, which means to share, or to make public. Below are some types of Communication.

- a. **Verbal communication**
- b. **Non- Verbal communication**
- c. **Written Communication**
- d. **Visual Communication**

Social media is essentially a form of digital communication in which communication occurs via the internet, mobile, and social networking sites such as Facebook, Instagram, Twitter, and WhatsApp, among others. The rise of social media has created a new avenue for meeting daily information and communication needs. Social media is becoming a powerful tool for daily social interaction as technology advances and expands our range of communication. According to data, around 4.4 billion people were actively using social media in 2021, representing more than half of the world's population using social media for communication. This widespread use of social media has undoubtedly had an impact on communication. Social media is defined as a network of online communication channels focused on public input, interaction, content sharing, and collaboration.

Positive impacts:

With social media, especially on Facebook and Instagram, users can see what others are doing around the world and gain a close-up perspective of other people's beliefs, traditions, and locations. People are exposed to travel ideas, different cultures, and lifestyles in a way that was not previously possible when social media communication was not an option. Nowadays, social media keeps them informed of events taking place around the globe and also gives them the power to stay in touch with their loved ones virtually. Social media helps to close the distance between friends, allowing someone who lives in India to interact with a friend who lives in the US. This opportunity aids in the establishment of relationships among friends and family, as well as old friends who have moved to different locations around the world for various reasons. Furthermore, youths can create pages and groups on social media platforms based on their professions, faith, and other aspects of their lives, which leads to more connections and opportunities for their respective disciplines. Making videos and uploading them to go viral in a matter of minutes is now possible.

A person from anywhere in the world can go live through the platform from any event that is currently taking place and can be seen by people from all over the world. With the use of a hashtag, any video post or piece of content can go viral on Twitter, alerting more people to the occurrence. It may even result in more job opportunities for unemployed young people. According to the numerous interviews conducted on a daily basis, youths say that social media platforms make their lives more entertaining, competent, and stress-free, and that they have also developed their lifestyle.

It is assisting them in their studies mostly because the covid19 coronavirus caused a severe alteration in our lifecycle in every single person's life, whether youth or child. As a result, it has an impact on schooling as well. During that time, when all of the schools, offices, and educational institutions were closed, we saw the constructive usage of these platforms, which provided some reprieve to our lives.

Social media influence is not limited to WhatsApp and Facebook, but also to YouTube. However, in recent years, Instagram has surpassed WhatsApp and Facebook as the most popular mobile application. Furthermore, various applications provide a platform for people to showcase their talent. Talented people from rural and remote areas who were previously unnoticed are now vying for people's attention. With the use of social media, many arts and artists are gaining popularity. Different methods of doing things are being developed and disseminated. Many singers have found success thanks to YouTube and other social media platforms, and their fortunes have improved.

So, we can conclude that everything has both positive and negative consequences. Certainly, social media communication has resulted in numerous positive changes for us. A portion of it also has some dusky effects.

Negative Impacts

On the social skills and communication of young people, social media and online communication are seen to have a negative impact. Prior to the invention of social media, social communication was the sole form of communication. Social media interactions are becoming the most common kind of discourse in the technological age. People are probably more inclined to speak to friends and relatives over electronic devices than in person in a world where interaction and oversharing are the norm. At gatherings or parties, visitors frequently use their smartphones to text or broadcast the happenings in real time. However, nobody is genuinely connecting or conversing with those around them. Social media will continue to be favored as new generations enter the social age among young people, a means of communication. However, this change may start to impact their ability to interact with nobles effectively in person.

- 1) **Lack of face-to-face communication:** -The first negative outcome of social media communication is a lack of face-to-face communication, even which confines individuals to a limited extent and makes them shy. Even they begin to be hesitant to communicate face to face. A person can chat for five to six hours with someone they don't know, but they can't talk for half an hour to their parents and relatives in any face-to-face communication because their undivided attention would be directed towards their cell phone. In some ways, youths are becoming estranged from their families and relatives as a result of social media communication.
- 2) **Effects on written communication:** - Now, written communication has been adapted for summarized writing, such as shortened writing among youths; this is a significant effect of social media communication. Previously, only 140 characters were available in mobile phones for messaging; however, characters are now unlimited, and messages have been shortened. Rather than writing entire words.

Thankyou	thnx, thnk, tq.
Sorry	sry
See you	cu
I am	M

The brevity of communication that is more popular among teenagers. Which tend to replace formal writing style. It has also crept into traditionally non-abbreviated forms of communication, such as spoken language, email, and even academic writing. Adequate students discovered writing abbreviated language in class and on exams. According to some academics, 'textese' is having a negative impact on literacy skills and reading accuracy wherever it is used. It also has a significant negative impact on spelling and grammar usage. Abbreviations are now not only popular, but also appear to be a part of communication, which is referred to as new media language or social media

language. According to some students, it is "easier than writing word for word." and considering spellings it has no rules for commas, full stops, punctuation, or anything else, and it saves time.

Talk to you later	ttyl
Let me know	LMK
Of course	OFC
All the best	atb
By the way	btw
Check your email	CYE
Point of view	POV
Facebook chat	FBC
Have fun	HF
Happy birthday	HBD

CONCLUSION

This paper provided an overview of existing social media problems and reviewed various existing studies conducted by various social media researchers. With the growth of social media, a new route for addressing everyday information and communication needs has emerged. As technology progresses and our range of communication expands, social media is becoming a significant tool for daily social contact. This research attempts to highlight the primary implications of social media on youth communication. Find out how social media communication affects communication in both positive and negative ways. Talking on positive extent Users of social media, particularly Facebook and Instagram, may see what others are doing all over the world and obtain a close-up view of other people's ideas, customs, and locales. People are exposed to travel ideas, various cultures, and lifestyles in ways that were not previously feasible because to the lack of social media contact. Nowadays, social media keeps people up to date on global happenings while also giving them influence. It is supporting students in their studies primarily because the covid19 coronavirus made a significant change in our lifestyle in each as well as every person's life, whether youngster or child. As a result, it has an influence on education. During that period, when all schools, workplaces, and educational institutions were closed, we experienced the positive use of these platforms, which brought some relaxation in our lives.

Contrarily, also seen its adverse effects. Previously to the development of social media, the only method of communication was social communication. In the modern age, social media interactions are becoming the most popular type of speech. People are considerably more likely to communicate with friends and family via technological devices than in person in a reality where. This leads to a lack of face-to-face communication, which limits individuals and makes them cautious. They, therefore, become afraid to speak face-to-face with one another. The major effects

of it on written communication of youths currently, written communication has been modified to accommodate summary writing such as abbreviations, shortenings, placing numbers in words, improperly placed inverted commas, excessive use of full stops, and other grammatical errors that have a significant impact among youngsters this is a key influence of social media communication.

Social media communication among youngsters is thought to be seeing a significant increase, nevertheless. And it will have a greater influence in the days to come.

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SURVEY QUESTIONNAIRE

- 1. Which social networking site do you use most for chatting?**
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. WhatsApp

- 2. How much time do you daily spend on text messaging?**
 - a. One - two hours
 - b. Five -six hours
 - c. Sometimes
 - d. Always online on mobile

- 3. Is text messaging helpful in saving time**
 - a. Little
 - b. More
 - c. Of course much
 - d. Not at all

- 4. Do you use short forms in text messaging?**
 - a. Always
 - b. Sometimes
 - c. Whenever on social media
 - d. Only with friends

- 5. Do you think new media language affecting your formal language?**
 - a. Agree
 - b. Not agree
 - c. Strongly agree
 - d. strongly disagree

- 6. What you think Social Media communication is demand of time?**
 - a. Agree
 - b. Not agree
 - c. Strongly agree
 - d. Strongly disagree