

Influence of Mass Media in Youth

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ABSTRACT: *Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media Youngsters are in conversation and communication with their friends and groups by using different media and devices every day. In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc. According to BBC news research of 2013 they discuss that 67% Facebook users are very common and well-known social media portal consist of the youth and students, so these praise the fact that the youth and student have more focus and relation. Throughout the country teenagers frequently use the web, mobile phones, online games to communicate and gather information with each other. Usage of information technology in social media, increase its popularity in the youth. For analyzing the effects of social media and mass media on students, the questionnaire study was designed and an online survey was done among students of an engineering college based of Tamil Nadu India.*

KEYWORDS: *Mass media/Social media, Influence of mass media on youth, Massmedia, Media, Social media, Impacts, Effects, Social, technostress.*

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I. INTRODUCTION

Media has taken a big place in our lives these it has influenced almost everyone in some or other way. The author calls it social media or mass media it affects like as conveying, messaging, pictures sharing, sound and video sharing connecting with all over world. It is likewise least expensive quick access to the world so it is imperative for all age of people. Its utilization is expanding step by step with high rate in everywhere throughout the world. There have been a few researches done on how media affecting our everyday life. [3] And the results demonstrate that web-based social networking assumes vital job in learning and openings for work. Youngsters for the most part utilize web-based social networking for correspondence with loved ones. Results additionally portrays that online networking cause medical issues and influence our societies.

II. LITERATURE REVIEW

Mass media has it's positive and negative influence on our society in many aspects. Mass-media influences a society on all the channels that it has, and the consumer is the one that rejects or decodes the information.[1] Even if the consumer can never be obliged through mass-media channels to react in a way wished by the one that transmits the information, even though mass-media creates currents, modifies opinions builds or destroys personalities, promotes models with or without intention, the impact with the consumer is overwhelming because does not address itself to a single individual which can refuse the non-value, the bad taste, the illiteracy, the kitsch, the dilettantism, immorality, the subproject, but it addresses an immense mass of consumers and always a big part of them (especially if they are young) can be modeled in a negative sense. [1] Chunk of youth is using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. The author also found that media isplaying both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the end it's up to the individual and society to decide which ones to use. [2]

Social media should be used for positive purposes. Use of social media in informative way enhance the skills, and abilities. To minimize its negative effects Government has to take some strict actions. Government should banimmoral websites. A Strong recommendation for the government is to make policy or community that check which immoral websites are used by which users. Government has to make policies to check out unfair reporting of media which ruin the society. A strong recommendation for the users of social media is that they have to remember the purpose of using social media and always use the informative sites. [4]

III. METHODOLOGY

This research was conducted to check the influence of mass media in the changing mind-set of the youth with the following objectives. Such as.

- (1) To analyze the influence of mass media on youth social life
- (2) To assess the beneficial and preferred form of mass media for youth
- (3) To evaluate the attitude of youth towards mass media and measure the spending time on mass media
- (4) To recommend some measure for proper use of mass media in right direction to inform and educate the people.

Survey type research was conducted, through the questionnaire public opinion and perception was discriminate about the influence of mass media on youth and statements was developed related to the various aspect of youth's life and society. It is survey type research and data were collected through the questionnaire.

IV. RESULTS

The survey was done among the students of an engineering college and the age ranges from 18-25 years. Out of all students 69.8% were male and 30.2% were Female. And out of total students 7.54% students were <20 years old, 30.18% were 20 years and 62.22% were >20 years old.

The data from the survey is as follows-

(The following data shown in the tables are in percentage of corresponding group)

1. Students Are Becoming Lazy Because Of Mass Media/Social Media

| Age | Yes | No | Maybe |
|----------|-------|------|-------|
| Age<20 | 75 | 25 | 0 |
| Age=20 | 81.25 | 6.25 | 12.5 |
| Age>20 | 87.87 | 3.03 | 9.09 |
| Over all | 84.9 | 5.7 | 9.4 |

Table: 1

This comparison shows that students of all age group agree that they are getting lazy because of the use of social media and mass media (phone /TV) Overall 84.9 % students agree that they have become lazy because of mass media.

2. Mass Media Like Television, Radio, Etc Affects The Education Of Children

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age <20 | 25 | 50 | 25 |
| Age = 20 | 68.75 | 6.25 | 18.75 |
| Age >20 | 69.69 | 21.21 | 9.09 |
| Overall | 67.3 | 19.2 | 13.5 |

Table: 2

This result shows that 67.3% people agree that mass media affects the education of children. And in general, it is true that if children spend most of the time watching tv it does affect their grades.

3. Time Spent On Phone In A Day

| Age | < 4hrs | 4 hrs. | >4hrs |
|----------|--------|--------|-------|
| Age <20 | 25 | 25 | 50 |
| Age = 20 | 18.75 | 25 | 56.25 |
| Age >20 | 18.18 | 33.33 | 48.48 |
| Overall | 20.8 | 28.3 | 50.9 |

Table: 3

This result shows that students of all age spend more than 4hrs a day which definitely causes technostress. overusing mobile phone and technostress. Overusing mobile phone can lead to higher degree of technostress. Consequently, we examine the effect of technostress on health and personal work-related issues. For health issues, such as a physical symptoms and psychological symptoms, we found that technostress has a positive impact on human health. It is easy for employees to appear burnout if they use mobile technology over long periods of time, which creates technostress. [5]

4. Mass Media Distracts Children And Affect Their Mental Condition

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age < 20 | 25 | 50 | 25 |
| Age =20 | 62.5 | 18.75 | 18.75 |
| Age > 20 | 72.72 | 15.15 | 12.12 |
| Overall | 66 | 18.9 | 15.1 |

Table: 4

Mass media affects the mental condition and thinking of children overall 66% students agreed that it does distract and influences thinking of children in both positive and negative manner. Excessive use of social media results into deterioration of mental health. Unfortunately, young adults are the most active social media users, have a predominantly high risk for developing mental health issues. [6]

5. Mass Media Increases Students Knowledge

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age < 20 | 25 | 50 | 25 |
| Age =20 | 68.75 | 10.0 | 31.25 |
| Age > 20 | 69.69 | 18.18 | 12.12 |
| Overall | 66 | 18.9 | 15.1 |

Table: 5

As per these results students below 20 thinks that mass media doesn't help that much in increasing knowledge but instead waste their time. But on an average 66 % students agree that mass media increases their knowledge.

6. Mass Media Keeps Students Updated

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age<20 | 25 | 50 | 25 |
| Age=20 | 75 | 0 | 25 |
| Age>20 | 72.72 | 12.12 | 15.15 |
| Over all | 69.8 | 11.3 | 18.9 |

Table: 6

As per the results overall 69.8% students told that yes mass media or social media keeps them updated with new technology or news or general knowledge or what is happening in the world.

7. Mass Media Help Children To Bring Out Their Hidden Talents

| Age | Yes | No | Maybe |
|----------|-------|------|-------|
| Age<20 | 25 | 50 | 25 |
| Age=20 | 68.75 | 6.25 | 25 |
| Age>20 | 81.81 | 9.09 | 9.09 |
| Over all | 73.6 | 11.3 | 15.1 |

Table: 7

Almost 73.6 % students that mass media or social media bring out hidden talent of people. TV shows, Facebook, Instagram, YouTube helps people to show their talent to the world which was not possible without mass media.

8. Mass Media Glamorizes Drugs And Alcohol

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age<20 | 25 | 75 | 0 |
| Age=20 | 62.5 | 6.25 | 31.25 |
| Age>20 | 69.69 | 18.18 | 12.12 |
| Over all | 64.2 | 18.9 | 17 |

Table: 8

Students does agree that mass media or social media glamorizes consumption of alcohol and drugs out of total 64.2% students says that mass media/social media shows people using alcohol and drugs makes them very cool or attractive which gives wrong ides to people and make them want to use it.

9. Mass Media Is Addictive

| Age | Yes | No | Maybe |
|----------|-------|------|-------|
| Age < 20 | 25 | 75 | 0 |
| Age =20 | 68.75 | 6.25 | 25 |
| Age > 20 | 81.81 | 9.09 | 9.09 |
| Overall | 73.6 | 13.2 | 13.2 |

Table: 9

As per the results above students age <20 75% of them said that it is not addictive because they are not allowed to use their phone for longer time. But students above 20 and on an average, Itshow that around 73.6 % agree that mass media is very addictive to them and they are addicted to social media and can't get rid of it.

10. Mass Media Provides Opportunity To Find Job

| Age | Yes | No | Maybe |
|----------|-------|-------|-------|
| Age<20 | 75 | 25 | 0 |
| Age=20 | 75 | 12.5 | 12.5 |
| Age>20 | 66.66 | 18.18 | 15.15 |
| Over all | 69.8 | 17 | 13.2 |

Table: 10

As per above results all students or all age groups does agree that mass media provides a platform for finding job opportunity so many companies post their advertisements on social networking sites. Overall 69.8% students say that mass media provides opportunity to find a job.

Gender wise analysis-

In this study we have categorized the results based on gender to differentiate the opinion of male and female students.

1. Time Spend On Phone In A Day

| Gender | 2 hrs | 3 hrs | 4 hrs | More than 6hrs |
|--------|-------|-------|-------|----------------|
| Male | 5.40 | 10.81 | 29.72 | 54.05 |
| Female | 6.25 | 25 | 25 | 43.75 |

Table: 11

As per the above table we can see that in a day male student use their phone more than females. More than half of boys aged seven and eight years have upwards of three hours of screen time on a typical day at the weekend, according to a new study from the Economic and Social Research Institute (ESRI). [7]

2. Social Media Provides Learning Opportunities

| Gender | Strongly Agree | Agree | Strongly Disagree | Disagree |
|--------|----------------|-------|-------------------|----------|
| Male | 2.70 | 62.16 | 13.51 | 2.70 |
| Female | 31.25 | 50 | 0 | 18.75 |

Table: 12

As per the results above 62.16 % male students and 50 % female students agree that social media provides learning opportunities for them it can be anything from crafting to some theory of relativity. Because few things which students doesn't get to learn from their course books they get to learn from social media. Like information about black hole most of the people knows only because of mass media.

V. FINDINGS AND SUMMARY

As per this survey children of age below 20 are using mobile phone more than 4 hrs. in a day out of which approximate 54% are male. This is not good for children wasting this much time on his/her phone which they could utilize in some other productive work. On positive side 73 % people agree that mass media helps children to bring out their talent, helps people to find job, helps student to be updated.As per the survey it shows that boys spend more time on phone than girls. About 66% students agree that mass media affects mental health of children and It leads to technostress. 73.6 % people agree that mass media/ social media is addictive and not

good for their education. But on the other hand, 66% agree that it helps increasing their knowledge in the field where they can't get much information through their textbooks and other course material.

VI. CONCLUSION

Technology and mass media brought a great change in this world but it has some positive and negative impacts too. As per the results shown above mass media/ social media is affecting our new generation in both positive and negative manner.

Positive Impacts-

- Social media helps youngsters to stay connected with each other.
- Useful information can be exchanged over social networking sites.
- Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens.
- In a Critical Development period youngster also go for social networking sites for advice and information

Negative Impacts –

- Mostly youngsters waste lots of time on social sites like chatting which also effects their health.
- Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.
- Apps like “Blue Whale” which influenced children for suicide.
- Mass media affects elections also which is definitely good for a democratic Country.
- Because of excess use of mass media and social media more children are getting involved in illegal activities.

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