

Impact of social media on youth essay sample

[Media](#), [Social Media](#)



Introduction

Nowadays the growth of social media is immense. It has become a part of everyone's life special the youth. The youth is impacted greatly by the social media. Everyone is using the social media to stay connected and even up to date about their friends and even about the information about the world.

Due to this vast change it is of high importance to know that how the behaviour of the youth is impacted by the social media. Social media has huge influence in changing our behaviour. Like the way earlier people use to wake up and read the newspaper to know what's happening around them.

Nowadays when people wake up they check their phones to see what they have missed out. People are becoming more and more reliant on the social media than they use to in earlier times. Privacy of the youth has been great has been greatly impacted as whatever they do they post it on the social media. The interaction with the people they sit with became less, now when anybody gets time they check their phones to see what is new on their phone. Youngsters use to have outdoor activities but now the social media have linked different games to their account youth is getting more and more addictive.

This has also made them do multitasking. Due to the access of social media on the mobile phones and internet available almost everywhere social media has gotten into the day to day lives of the youth, which is not only changing their way of living but also their way of thinking. As the youth of today will be the future of tomorrow, so in this research we will look into that how the media has impacted the lives of youth also if this impact is positive or negative. This is very vast topic as social media is impacting the youth in

many different ways but in this research we will focus on the behaviour of the youth and it is very important as well in order to understand the behaviour of the youth we need to know about the things that are impacting their lives. Rationale

Due to the growing importance of social media and also the changing behaviour of youth it is very important to know that how the social media is impacted the youth and what steps can be taken to control the impact of social media. Also to know the reasons of impact are positive or negative on the youth. Research Question

What is the Impact of social media on the behaviour of the youth? Sub questions

1. Is the social media effecting the youth in positive or negative ways.
2. Can we control the impact of social media?
3. Can we draw the line between good and bad social media?
4. How is it affecting the behaviour of youth?
5. What difference is between the youth who were not in the age of social media as compare to todays? Research objective

The objective of this research is know that how our youth is impacted by the social media and also to know that what is the difference between the behaviour of today's youth and the behaviour of the youth who lived their life without the use of social media. This research will explain both the positive and negative side of the social media that weather this is for good or not. Aim of the Research

The aim of the research is to know the way social media is changing the behaviour of the youth, also to know that what impact the change in behaviour of youth is creating on the society. Youth is the most important part of the society as today's youth is going to make the future of the society. It is important to know that how the changes that are occurring in the youth will impact them in future. This research will explain in detail the impact of social media on the youth. Literature Review

Social media has become a very important part of our lives. Nowadays internet and all the communities and website have more access to the individuals than it was earlier. People can open all the social networking sites on their mobile due to which the social media has become closer to them than even the individual sitting next to them. Social media is making the individual update about their personal life on different sites. There are different communities that people are using to communicate and to share the things that they are doing on day to day basis. Most famous ones are twitter, Facebook and Instagram. Sometimes people just view it as the betterment in technology and it's just a mode to be close to the people who are living away from you or they say that using these websites makes them trendy and unique and in fashion.

But there is a lot more that is impacting when the youngsters are using these websites. There is more to it than just the social networking website. It is impacting the younger generation in many ways. The impact is on the behaviour of the youngsters; mostly we see that the privacy of the individuals is impacted. Social media has made the youth more impulsive

and open, now whenever somebody is doing something they immediately put it on social media and then they follow their posts to see that how people have responded to it. Whatever the youth is feeling or doing, they put it on the social media which makes them more impatient and less self-absorbent.

Methodology

Methodology is the most important part of the research; strong methodology gives better and more detailed results. Given below is the methodology of this research. Philosophies

It is important to understand the philosophical position of the research in order to understand the research method. There are three types of research philosophies. Each of the them is discussed below. Positivism

This philosophy is related with the objective and experiments. In this research the researcher is independent of his or her research and there will be no influence of the researcher on the research. This is mostly done to collect the numerical data. This is also a very structured methodology.

Interpretivism

In this research the researcher uses a small sample size and studies them in detail to have a better understanding of the topic on the small sample. It is more detailed oriented and in research the researcher act as social actor.

Critical Realism

This research philosophy focuses on the reality and beliefs that are already present in the society. In this type of research the researcher is more focused on the reality. The researcher believes that the reality exists and it is

independent of the thoughts of human and their beliefs Philosophy for this research: Positivism

The philosophy that is chosen for this research is positivism, as in positivism there is no impact of the researcher on the research. And as this research is both qualitative and quantitative so positivism is more structured and it will help the research to give a more independent view. Approaches

There are two types of approaches; both the approaches are discussed below. Inductive Approach

In this type of research the researcher moves from the specific information to develop more generalized theories. In inductive approach the researcher have less information in the start and will give detailed oriented theory that is generally applicable. Deductive Approach

In this type of research the researcher have wide information about the topic and then move to specific. In start the researcher have more generalized and vast information and then move to specific hypothesis. Approach of this research: Deductive

In this research the research used the deductive approach as the topic “ Impact of social media on the behaviour of youth” is a very vast topic and there is a lot of information available on the topic now the researcher will move to specific hypothesis and details that how and what impacts the behaviour of youth in the social media. Study Design

The study design that will be used in this research is correlational, as in correlational study design you measure the variables and then develop the

relationship between them. In this research there are two variables one is the behaviour of youth and other one social media. So we will check the relationship of the variables on each other. Secondly deductive approach is used in this research so this study design will be very help full. Methods of Research

There are three different types of research method. All of them are discussed below. Qualitative Research

In qualitative research more detailed view of the problem is discussed. In depth understanding of the problem is done in qualitative research. This method investigates that what and how something happened. The problem with this research is that the reliability and validity are difficult to measure. It is also very time consuming. Whereas the advantages are that it give you are good understanding of the topic. Quantitative Research

This refers to the systematic way of investigating a problem. The data is quantifiable and is generally done in using scientific methods. It is less time consuming but it cannot give the in depth understanding of the problem.

Mixed Method

This is mixture of both the methods. In this method the researcher uses both the qualitative method of research as well as the quantitative method of research. The benefit of this method is that the researcher will have a broader picture and he will have more data to strengthen the findings, better understanding of the problem can be done in this research. By using mixed method more information can be gathered. In this research the researcher will use mixed method of research. Research Techniques

Data Collection Techniques

This is a primary research; in this research the researcher will use primary data collection techniques. As in this research the researcher is using mixed method, so for each of the research we will have different techniques.

Qualitative Research Techniques

In the qualitative research the researcher will use the focus group session, As in the focus group session there are more people involved and different point of view are explained in detail. In a shorter period of time more information can be revealed in the focus group session. Sample size

The researcher will have 4 focus group sessions, as the topic is really vast so in order to know the detail of topic and behaviour of the youth we need to have focus group where there are parents of youth, teachers and youth themselves as well. This will help us understand the point of view of different people. Simple random sampling technique will be used. Quantitative Research Techniques

There are two type of quantitative research techniques i. e. Interviews and questionnaires. In this research the researcher will use questionnaires. Questionnaires are easy to interpret also they move detailed information in less time. Sample Size

The researcher selected the sample size of 40 people for the questionnaires. To have the understanding of the data and also to see that how people are viewing this problem. Researcher will chose the parents of the youth also the teachers and the youth themselves as well so that a wider picture can be

given to the reader of this research about the topic. Simple random sampling technique will be used. Ethical Issue

The purpose of this research is to understand the problem and it will not be based of manipulations. Identity of the individual who will participate in this research will be kept private. Also we will make the information confidential and this research and its findings will not provide harm to any individual or any one. Data Analysis

As in this research the researcher is using both the qualitative and quantitative data. For each of the data different methods will be used to analyse the date. Quantitative Data Analysis

There are different ways to interpret and present the quantitative data i. e. SPSS, R or MS-Excel. In the research the researcher will use MS-excel version 2013. The findings will be presented using tabular and graphical format. The reason the researcher will use the MS-Excel is it is most widely used and it will be easier for the reader to understand the data. Qualitative Data Analysis

There are many ways to analyse the qualitative data such as N. VIVO version 10, Narrative analysis or thematic analysis. The type of qualitative analysis that will be used in this research is thematic analysis. Thematic analysis

This type of analysis focuses on the pinpointing the key point and then examining them. In this type of analysis the researcher develops theme of the data and then interpret. In this research the researcher will analyse the research using the thematic analysis. Barriers and Limitations

To complete this research there were few barriers that came across. Those barriers are enlisted below. Time is the biggest barrier, due to less time this research is not able to provide the in depth analysis of the topic. Cost of the research was also limited, as this is an academic research and no or very less cost is used by the researcher due to which this research may not give the broader picture of the topic. Sample size of the research was small and is only representing a part of the society; if the sample size would have been large a clearer picture of the topic could have been displayed in the research. Sometimes the participant show no interest to participate in the research, even though you approach them they don't give the accurate information or sometimes they don't give any information at all this is also one of the biggest constraint of the research. Further Research Activities

This topic " Impact of social media on youth" is a very vast topic a lot of development can be done on this topic. This research proposal is only covering a small part. Further research can be done on that how we can control the impact of social media on the youth or also how we can utilize the changing social media in engaging the youth positively. As this is just a research proposal so in this matter the researcher can further do the analysis and interpretation of result and can give finding of this topic.