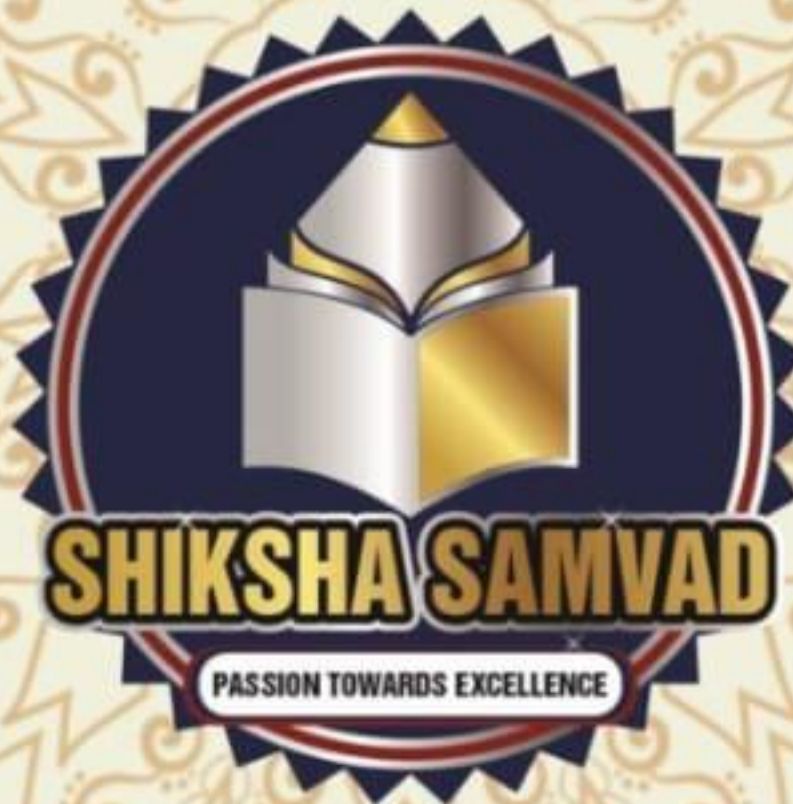


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## Impact of Social Media on Adolescent's Behaviour with Reference to Indian Values System

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### Abstract:

*Most of the time of the youth of today is spent in using social networking sites and multimedia devices. Studies have proved that the personality of a person and his values are mostly influenced by the environment around him. The current study is based on the effect of social media on the behavior and the values of adolescents. In this research standard tools related to the dependency of adolescent on social media and the effect of the use of multimedia on the values of individual have been used. This is survey type research study, in which data has been collected from 500 adolescents of five districts of Uttar Pradesh. The age group of adolescents has been determined to be 13 to 15 years. The main objective of research study are.. 1-To study the dependency of Social Media among Adolescents. 2-To study the impact of Social Media on Indian Values among Adolescents. 3-To study the impact of Social Media on Indian Value of Male and Female Adolescents. 4-To study the impact of Social Media on Adolescents' behavior belongs to Urban and Rural areas. 5-To compare the Indian Values on the measures of lower and higher social media usage groups of Adolescents. Obtained data has been analyzed using different statistical methods- mean, standard deviation, correlation data, NPC, t-value, f-value and ANOVA. In conclusion, the average dependency of adolescents has been found on social media, which is also affecting their socio-economic, political, artistic and theoretical values on an average.*

**Keywords:-** Adolescents, Social Media, Indian Value, Dependency, impact.

**Introduction:** - In historical studies and many research studies, it has become clear that not only the formal school organization has an impact on the intelligence and personality development of children/adolescents, but the community and family environment and various mediums of interaction with them also have a clear impact.

In this way, the influence of various factors of social environment of family environment is important in determining the behavior of children/adolescents. Among all these factors, social media, an important medium of social interaction prevailing in the present environment, is also affecting the behavior of the youth.

UNICEF describes in its article that India has the largest population in the world which is close to 253 million where every fifth person is between the age of 10 to 15 years. It is a matter of advantage for India in social, political and economic terms. If the teenagers present here in large numbers are safe, healthy and educated and cooperate in the development of the country by being proficient in all information and skills.

In all these factors, an important factor prevalent in the present environment is the influence of social media, which is highly affecting the lifestyle of teenagers. Around the world more than eighty percent of youth are spending a large amount of time on internet. Similarly, In India more than sixty percent adolescents are active on social networking sites. Social media sites such as Facebook, WhatsApp, Instagram, YouTube, Snap Chat, Twitter, LinkedIn, Quora, Telegram, Signal, TikTok and Myspace etc. offer multiple daily opportunities for connecting with friends, classmates and people with shared interest.

Over centuries Indian Value System has influenced by a lot of changes. Indian people are becoming more modernized, and they totally get involved in style. The Indian value system of all almost all the people of India has been changed. This change affects every type of generation in our country, especially on younger generation. Change in the value system of youth in this ever change world has its impact on our Indian society. The value development is relevant in all periods. The values must reach the inner mind of the students in its realistic form. In the era of globalization, no doubt social media introduced with the western culture, tradition and values which are responsible to bring the changes in the adolescent' behavior and it is impacting the behavior or adolescent behavior as well as all stage children with reference to Indian value system.

**Justification of the Study:-** Social media can be a positive influence on adolescents if parents and other adult get involve when adolescents gain access. But it can be hard to pick the good from the bad when it comes to media. There are many negative messages about media and how viewing and interacting with it might harm the adolescents. Adolescents can also benefit from media depending on the kind and quality of the media in use. We know social media is a powerful tool to change the attitude and behavior of adolescents. In the current scenario, adolescents are depends on social

networking sites to express their ideas and listen other opinions. No doubt social media being an extremely attractive medium, adolescents spend a lot of time using it. But the message and programme fare of social networking sites may not be all that healthy. There is a lot of violence, sex, consumerist inducements, hedonism and foreign cultural expression on sites. Parents fear that social media will have an unhealthy influence on the personality development and behavior of their children. It may be responsible for the degradation of values in adolescents' behavior with reference to Indian value system.

For this purpose, investigator determine to conduct the study on the impact of social media on adolescents' behavior with reference to Indian value system.

**Statement of Problem:-** The statement of the problem entitled as –

***“Impact of Social Media on Adolescents' Behavior with reference to Indian Value System”***

**Objective of the Study :-**

To study the dependency of Social Media among Adolescents.

To study the impact of Social Media on Indian Values among Adolescents.

To study the impact of Social Media on Indian Value of Male and Female Adolescents.

To study the impact of Social Media on Adolescents' behavior belongs to Urban and Rural areas.

To compare the Indian Values on the measures of lower and higher social media usage groups of Adolescents.

**Hypothesis of the Study:-**

There is no significant difference among the Social Media, Behavior and Indian Values of Adolescents with respect to their gender.

There is no significant difference among the Social Media, Behavior and Indian Values of Adolescents with respect to their locality.

There is no significant relationship between the Social Media and Behavior of Adolescents.

There is no significant relationship between the Social Media and Indian Values of Adolescents.

There is no significant relationship between the Social Media and Indian Values of Male and Female Adolescents.

There is no significant relationship between the Social Media and Behavior of Adolescents belongs to Urban and Rural areas.

There is no significant relationship between the Social Media and Indian Values of Adolescents belongs to Urban and Rural areas.

There is no significant difference between the Indian Values of Adolescents on the measures of more and less Social Media using groups.

### **Operational Definition:-**

**Adolescence:-** Different Psychologist have defined adolescence on the basis of different perspectives. Their definition is based on various development aspects.

**Sir Henry Hadow committee report in 1926 explained**, “There is tide which begins to rise in the veins of youth of the age of eleven or twelve. It is called by the name of adolescence. If that tide can be taken at the flood and a new voyage begun in the strength and along the flow of its current. We think that it will more on to fortune”.

**C.V. Good**, “A period in human development occurring between puberty and maturity and extending roughly from 13 or 14 years of age until 21 years of age, it is initiated by a short period of puberty but continues for many years after the advent of sexual maturity. Adolescents’ boys and girls have physical, mental, emotional, social and moral characteristics that differentiate them both children and adults.”

**World Health Organization (WHO) defines** adolescence as a phase of life between 10-19 years of age characterized by physical growth, emotional, psychological and behavioral change thus bringing about transformation from childhood to adulthood. These changes usually occur a year or two earlier in girls than boys. Some of Change are externally visible and some are internal.

**Dr. Arnest Jones classified** the age of adolescent is age of 12 to 18. Many of scholar and psychologist explained the adolescents time period according to changes in behavior and physical, mental activity occur in particular time period.

But in the present research project, adolescents are those, whose age is between 14 to 16.

**Adolescents Behavior: -** Behaviorally, adolescence is associated with volatile emotional and boundary- testing behavior as individuals explore and assert personal identity, learn to navigate peer relationships and transition to independence.<sup>1</sup>

Adolescent behavior must be understood in the context of individual susceptibility, family upbringing and interaction, peer group interaction, change in brain maturation and adolescents’ reaction to their perception of bodily change and to the sexual urges that are the direct consequences of puberty.<sup>2</sup>

On behalf of above definition, we can define adolescents behavior as in adolescence children behave energetically, thoughtfully and idealistically and at the same time they desperately try to distinguished between right and wrong.

**Social media:-** Social media refers to the use of those technical means used for social communication through which people share their thoughts, interests and day to day activities in their friend group.

<sup>1</sup> [apa.org/pubs/highlights/peeps/issue](https://apa.org/pubs/highlights/peeps/issue)

<sup>2</sup> pediatric endocrinology (fourth edition), 2014

**Indian value System:-** Under the Indian value system, those values have been imbibed which are necessary for the successful conduct of human life. The spirit of self-existence and co-existence is strong under this value system, where the responsibility of human-human affection and human-nature harmony and protection has been assumed.

**Variables of the study:-** In the present research project, the major variables are Adolescent Behavior, Social Media and Indian Value System. In these variables, the effect of social media on the behavior of adolescents is studied in the context of Indian value System.

Therefore, in the present research project, social media is an independent variable and adolescent behavior and Indian value System as a dependent variable.

**Research Methodology:-** In the present research project, the effect of social media on the behavior of adolescents is studied in the context of Indian value tradition. Therefore, the casual effect survey method will be used in the research project, which comes under the category of descriptive research.

**Population of the Study:-** In the presented research project, the effect of social media in the context of Indian value tradition on the 11th class students of Uttar Pradesh state will be studied. Therefore, the population of the presented research project will be teenagers studying in class 11th.

**Sampling:-** In the presented research project, 500 students from the group of boys and girls studying in rural and urban areas will be selected through multistage random sampling techniques to study the impact of social media on the students of 11th class of Uttar Pradesh in the context of Indian value tradition.

**Tools:-** In the presented research project, the impact of social media on the behavior of adolescents is to be studied in the context of Indian values, for which standard value-based tests will be used to collect data from students.

**Data Collection:-** Data will be obtained from adolescents of 11th class of student of Uttar Pradesh.

**Analysis of Data:-** In the presented research project, the data obtained from standard tools will be analyzed using different statistical methods- mean standard deviation, correlation data, NPC, t-value, f-value and ANOVA.

**Finding and Conclusion:-** The study uncovered significant variations in social media dependency scores across different age groups ( $F(7, 492) = 5.90, p < .001$ ). Specifically, adolescents aged 14 exhibited notably lower scores compared to their counterparts aged 16, 17, and 18 years, with additional differences identified between those aged 15 and 17 years. These distinctions were illuminated through ANOVA results and post-hoc Bonferroni test comparisons, highlighting distinct patterns of social media dependency within specific age categories.

Finally, the study explored the impact of social media on lack of control among adolescents in urban and rural areas. The null hypothesis ( $H_0$ ) suggested no significant difference in perceived impact between the two groups. Levene's test for variances yielded a non-significant result ( $F = 3.530, p =$

.061), indicating equal variances. However, the t-test for independent samples did not reveal a statistically significant difference ( $t(498) = 1.602, p = .110$ ) in the perceived impact of social media on lack of control between urban and rural adolescents.

The assessment of homogeneity of variances through Levene's test resulted in a non-significant outcome ( $F = 0.855, p = 0.356$ ). The subsequent t-test did not reveal a statistically significant difference in the perceived impact of social media on Indian values between adolescents with lower and higher usage ( $t(498) = -1.68, p = 0.094$ ).

Furthermore, the investigation extended to the impact of social media on social values among adolescents, employing t-tests for different usage categories. The t-test for independent samples did not demonstrate a statistically significant difference in perceived impact between adolescents with lower and higher usage ( $t(498) = -1.213, p = 0.226$ ). Lastly, the study explored the influence of social media on theoretical values among adolescents with varying usage patterns. Levene's test assessed the homogeneity of variances, resulting in a non-significant outcome ( $F = 0.771, p = 0.380$ ). The subsequent independent samples t-test revealed no statistically significant difference in the perceived impact of social media on theoretical values between adolescents with lower and higher usage ( $t(498) = -0.468, p = 0.640$ ).

This research emphasizes the importance of considering age, gender, regional context, and dependency levels when examining the impact of social media on adolescents. The distinct patterns observed in social media dependency across different demographics underscore the need for targeted interventions and support mechanisms tailored to specific challenges within each subgroup. The nuanced understanding gained from this investigation enhances our perspective on the complex relationship between demographic factors and social media dependency among adolescents. These findings contribute valuable insights for developing targeted interventions, educational strategies, and support mechanisms that acknowledge the unique challenges associated with social media dependency in diverse adolescent populations. Furthermore, the study highlights the need for caution in drawing definitive conclusions, emphasizing ongoing research to provide a more comprehensive understanding of the complex relationships between social media and various values within this demographic.

The study conducted a comprehensive investigation into the impact of social media on adolescents across various dimensions. It revealed significant variations in social media dependency scores among different age groups, genders, districts, and urban-rural divides. Adolescents aged 14 displayed lower dependency scores compared to those aged 16, 17, and 18, with additional differences noted between ages 15 and 17. Gender-wise, substantial disparities were found in social media dependency scores, emphasizing the need for targeted intervention. The study further explored social media dependency patterns across districts, highlighting significant differences.

Urban adolescents exhibited higher dependency than their rural counterparts. The investigation extended to values, revealing varied impacts on Indian, social, artistic, religious, economic, political, and theoretical values based on social media dependency levels.

Additionally, the study assessed differences in social media impact between male and female adolescents, finding no significant disparities in perceived impact on Indian, social, artistic, religious, economic, political, and theoretical values. Furthermore, it examined the influence of social media on information and self-expression dependency, entertainment, neglecting social life and work, and lack of control among adolescents in urban and rural areas. Results indicated varying impacts, with urban adolescents generally showing higher dependency levels. In conclusion, the study provided valuable insights into the nuanced dynamics of social media dependency and its multifaceted impacts on adolescents across diverse parameters.

This research emphasizes the importance of considering age, gender, regional context, and dependency levels when examining the impact of social media on adolescents. The distinct patterns observed in social media dependency across different demographics underscore the need for targeted interventions and support mechanisms tailored to specific challenges within each subgroup. The nuanced understanding gained from this investigation enhances our perspective on the complex relationship between demographic factors and social media dependency among adolescents. These findings contribute valuable insights for developing targeted interventions, educational strategies, and support mechanisms that acknowledge the unique challenges associated with social media dependency in diverse adolescent populations. Furthermore, the study highlights the need for caution in drawing definitive conclusions, emphasizing ongoing research to provide a more comprehensive understanding of the complex relationships between social media and various values within this demographic.

Although in the above study the average proportion of students' dependency on social media influencing their values has been found, but this dependency may increase further in the future. On which various articles have been published in various news papers and the Government of India has also taken comprehensive decision in this direction. Recently, an issue published in the Karnataka High Court has comment that people have become addicted to social media like alcohol. Age should also be fixed for it. A division bench of Justice G Narendra and Justice Vijay Kumar A Patil made this comment on the appeal of a X-corporation challenging the order of the single judge. In fact, the Ministry of Information Technology had given instructions to block many posts and tweets. Justice G Narendra said, it would very good to ban social media. School going children have become very addicted to it. Like excise rules, there is an age limit for using social media. Children may be 17-18 year old, but they have maturity to decide whether it is in the interest of the country or not? The government should consider the age limit.



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