

“Role of Social Media as an antagonist in youth’s life: An empirical study”

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Abstract

Purpose- The purpose of this paper is to establish the intensity of the relationships amongst various factors of social media and to measure the impact of each factor of social media that brings the negative changes in the youth.

Design/methodology/approach- For this empirical study, data was collected through structure questionnaire over 1133 young respondents between ages of 15 to 35 were considered for the study. Data analysis was conducted through SPSS 2.0 version and Ms Excel and correlation analysis and multiple regression analysis have been applied to test the hypothesis and draw the conclusions.

Findings- Based on the analysis it was found out that the social media causes an overall negative changes in youth in terms of perceived social negative, perceived negative social health, perceived negative social educational and perceived negative social marketing changes.

Research limitations/implications-The main limitation of this paper is that the study is conducted in selected parts of four major cities of Gujarat

Practical implications-This will help in understanding the adverse overall changes that social media brings in youth.

Originality/Value-This study examines the impact of each factor of social media that brings the negative changes in the youth.

Keywords-Social Media, Youth, Facebook, LinkedIn, Google+

Paper type- Research Paper

1. Introduction

In recent times, the individual users particularly the young generation have been gradually empowered and at the same time spiralling downward through the increased use of social media. It has been observed that youth has a changing behaviour in terms of social media over various factors like age, life cycle stage etc(Ruth N. Bolton). In recent past of India, social media has played a pivotal role in bringing people together virtually and making their voices heard to the government and society but reducing their natural one to one communication drastically. Due to a wide public platform that social media provides, these days the situation has reversed where even the journalists and the media houses keep their eye majorly on social media platforms to be instantly aware about the event so that not to miss any of the latest trends coming from the large audiences. However, on the downside the authenticity of the information is not much reliable since it comes directly from the audience.

In the present day scenario, social networking has become an important part of youngster’s life. it is easy to enter in the world of social media and most of the subscribers end up spending too much time on it making it very hard to exit. SNS have been an attractive platform to keep in touch with near and dear ones but it also brings various threats of privacy and health related issues (Ruchi Sachdev). On a lighter note, these days’ youngsters without a social media presence are a minority group.

It has become possible to keep distant relations alive due to the platform provided by social media which in a way is contributing in deteriorating the already close relations since these days people prefer to spend more time on social media than with talking to people next to them. Social media includes social networking for the purposes of learning from each other, communicating and interacting and entertaining self and others. Social media has various forms, although all of which have been related: forums, blogs, photo/video sharing, social bookmarking, podcasts, widgets, to name some of them. In the recent times, the social networking has been a tool to connect to various groups online, get to know the latest updates and news events, play online games, communicate, and share audio/video clips. Some of the top social networking sites of today are: Facebook, Twitter, LinkedIn and Google+. On a surprising fact, an average person is spending almost a couple of hours per day on social media; this further has been estimated that the same person is spending 5 years 4 months of life on the social media. And additionally, this can be increased as the person becomes more and more addicted to this, he/she might be spending more time over there. In the same calculations, an average person spends around 7 years 8 months in front of the 'box', television! And this faces close competition from the social media since it has been growing at a great pace and has a very strong penetration into routine life of an individual. At present, the total time spent on social networks by an individual exceeds the time taken in eating, drinking, actually socializing and grooming together.

In present era, the young generations, particularly the teens being the soft targets, have been potentially an important element behind the successful penetration of this social media in India today. The youth in India is far more tech savvy than their elder counterparts, and also quite active and unique in terms of using technology to the point of becoming addictive towards it. (Carlos Castilo, Marcelo Medoza, Tobias Denskus and Daniel Eesser) With these increased use of social media, it has become a part of concern for colleges and business schools on whether its use should be banned or it should be leveraged and be part of modern education as its use especially facebook is having a negative impact on their academic performances and overall development, the extend of which depends on their self regulation and personality traits. However it was observed that in case of online/distance education, the social network does exert its effect on learning processes and is effective though there is no true casual relation been established (Hebg-Li Yang & Jih-Hsin Tang, Sana Rouis). Increased psychological problems related to social media in youth of Ahmedabad" an article published in the 'City Bhaskar', a supplement of the Divya Bhaskar, a leading newspaper of Gujarat and a part of Dainik Bhaskar Group, one of the major media of India. The research revolves around the various problems faced by the youngsters of Ahmedabad and found that the individuals suffer from 'social media anxiety disorder', 'narcissistic obsession' and 'fear of missing out'. The psychologists are facing such cases in an increased numbers in the recent times.

2. Theoretical Background

Social Media

Social media are the sites based on internet providing users with a platform in order to communicate with others, share data and content including audio, pictures and video; create and participate in discussions about almost any topic relating to their interest and create and live a virtual life with the use of a mobile phone, computer, laptop, tablets or even a smart TV. Such platforms provide the users to have a one-to-one as well as one-to-many conversation virtually which essentially lacks the dynamics of face to face communication. The social media appears in various platforms like discussion forums, micro blogs, messaging platforms, news focused sites, storytelling, scrapbooks, podcasting and many more. There exist a lot of sites providing various types of platforms like such on the internet. (Social Media; Anthony Mayfield)

Youth

As per the National Youth Policy, the youth are defined as an individual between the age group of 15 to 29. This comprises of nearly 28 percent of national population today. As per the census 2011, nearly 57 crore young individuals comprises the age group of 10 to 35.

(<http://www.youthpolicy.org/factsheets/country/india/>).The term youth is considered and used in various senses; generally does not have an exact definition and much depends of an individual's social circumstances and not on chronological numerical figure representing total time spent on earth. Young generation, also referred to as "Youth" is considered as a most important phase of life across all the cultures in world, although in many of the societies this belief has changed. (Agrawal Manish,Vignesvara Ilavrasan).

Social Media and Youth

Although not digital pioneers, the teenagers of today can be tagged as digital "homesteaders". In order to refine and sharpen their own brand, Social media is used as a weapon and is also used majorly as a personal showcase to highlight their real or hyped achievements. This is the most active generation on social media which has grown up with social media and they comprise of the major chunk of active users with highest drive to stay connected to their kiths and keens more so pushing face to face communication on backseat. (Xuan Zhao, Niloufar Salehi, Reynol Junco,Khe Foon Hew).

Here we have some of the question that arises about the social media. What will be cumulative impact of perceived overall changes in social media on youth? How the education of an individual gets affected by his/her habits of using social media? If any, does social media has negative influence on the youngsters in terms of their education? Is excessive use of social media affecting the health of youth negatively? What is the general behaviour of youngsters in terms of the marketing efforts made by the companies on the platform of social networking sites? What response do they offer if any? Do youngsters consider such activities on negative note? These and many other questions that can potentially arise in the mind of an individual have been attempted to provide with due analysis and justification in the research.

3. Model Development

The research tries to understand the youth, and the antagonistic effect of using social media on their lives. The research has derived four major areas: Social, education, health and marketing (business purpose). These four Factors directly influence the routine life of youth as well as the long term growth plan. All these factors have potentially both, positive and negative impact on the lives of youth. However for the purpose of this research only negative impact is taken into consideration. Based on the rigorous literature review, four independent variables have been identified to evaluate them in context of dependent variable of perceived overall negative changes in youth due to use of social media. After the rigorous process the model with four independent variables and one dependent variable have been derived and discussed below.

3.1 Perceived Negative Social Changes

The core component of a social media site is that it offers a platform for the users to showcase their life and keep in touch with their friends and relatives virtually. They can get the news, share pictures and videos; talk with individuals or in groups, share opinion on various issues and matters. Follow others and be followed by others including the common man or celebrities. Being 'Social' is one of the most vital elements that the social media offers. As we are aware, this can be dangerous if this tool is not used appropriately. Undoubtedly, this is the media which takes lots of time and energy of the next generations. Sometimes, over sharing of personal things create lots of issues.

The people are showing lots of hierocracies and that has resulted into jealousy, has created inferiority complex, and showmanship business unnecessarily. Sometimes, not using this platform, youth feel uncomfortable, and in awkward positions if not using social media.

3.2 Perceived Negative Social Educational Changes

Social media has been a boon as well as a bane for the young users of social media. It is a good platform for checking updates related to the academic/ non academic/motivational content especially where a user is studying. On the flip side, there have been many questions raised on the authenticity and the credibility on the information offered by the social media. There have been incidents of partial and misleading information on various web pages and this can be easily shared and followed by other users, which spreads this even further. Critics for the educational use of social media mostly ask questions on the authenticity part. This platform is also not the right medium to get information as there are different websites/WebPages specially catering to this particular need. Additionally there are ample amount of distractions available so as to divert the users on the attractive areas from the academic/knowledge related areas.

3.3 Perceived Negative Social Health Changes

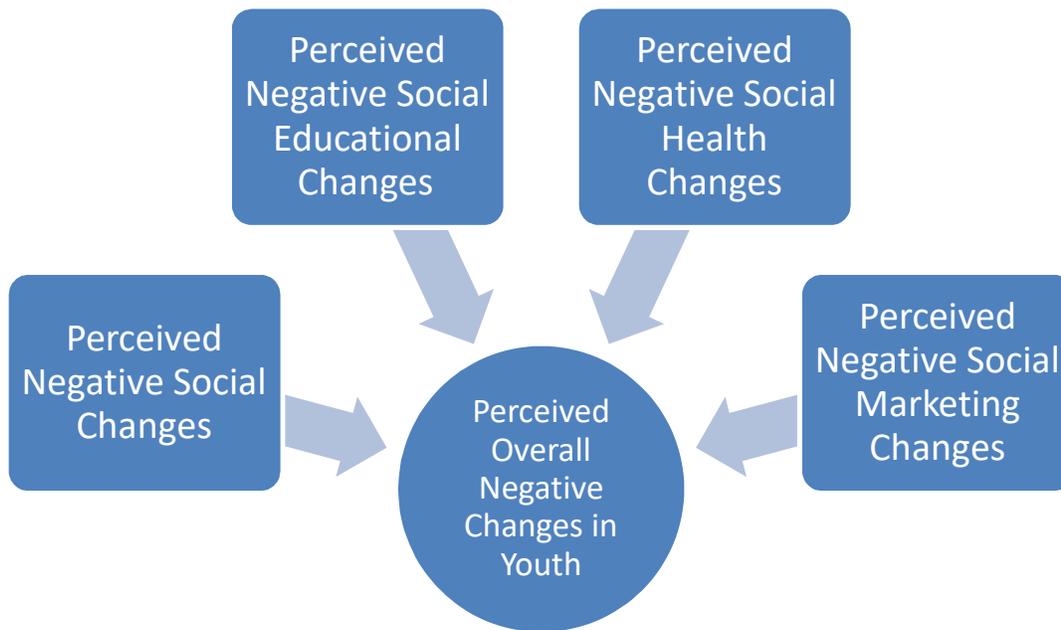
This is another area which is being catered by the social media, offering various tips and tricks related to better physical health. In terms of mental health as well, this plays decent role in terms of creating a stress buster tool for many of the social media users. However, on the flip side, constant usage of social media can turn into obsessive compulsive disorder for a user, which can form such a strong habit of social media that being not able to access this can make the user uncomfortable to an extend that he/she can lose concentration and repetition of such behaviors can make him/her needing a therapy of a psychologist.

3.4 Perceived Negative Social Marketing Changes

For last few years in this decade, social media has evolved as a tool for business communities as well. Not only the business houses, almost all the types of organizations are using social media as having been using social media as a very vital element for their marketing activities. Social media at the same time can give unnecessary hype to any product/person/organization/idea/concept and can impact not truly positively. It at the same time can promote any unethical activity for which the users can't always check for the credibility of the information available. It can also fetch attentions of the potential users of various products and can result in creating compulsive buying disorder for the shopaholic people on social media. At the same time it creates irritation for normal users while constantly showing various promotional direct as well as indirect advertisements online, which at times might not be so decent as well.

While conducting the research, the researcher has purposefully identified these factors as independent factors that generate the influence part, these factors sometimes create direct influence and sometimes these create combined influence on the youth. In this situations, how these factors create influence and how changes are taken place is crucial. Hence because of these factors, changes occur in youth behavior, action, physical health, scores/grades, changes in the personality, their peers' behavior and actions, understanding of the concepts, dealing with internal as well as external issues, introvertness or extrovertness, personal meetings and gatherings, feeling glad or frustrated, complexities in the nature, their success and failures in the personal relationships, are considered as changes in the youth and in the research, the researcher has treated as dependent variables for ascertaining the overall negative changes in youth.

Fig. 3.1 – Model to evaluate the perceived overall negative changes in youth due to four independent variables as discussed above:



4. Research Methodology

Social media is the most popular media in the world; different communities are coming up with their social media. The researcher came across nearly 200 different types of social media. Selection of popular social media was very challenging. Apart from foreign literature, the researcher has focused on Indian research papers and articles published in renowned magazines.

Considering other demographic patterns like age, occupation, income, the researcher has selected four major social media: facebook, twitter, linkedin and google+.

4.1. Research Design

(Aaker et al, 2001) defined research design as the detailed outline of the study which helps in achievement of the research objectives and decisions related to research process and data collection methods used. It is basically the conceptual structure of the research within which the entire research work is to be carried out. Research design shall answer the six Ws and one H (What, Why, When, Where, Who, Which and How) for the research work. Descriptive research design is mainly applied where the researcher wants to improve on existing work. So here in this study, the researcher has used descriptive research design.

4.2. Sampling Design

Sampling Design refers to the methods and techniques used for selection of samples. It shows the detailed plan for selection of samples from the universe

4.2.1. Universe and Target Population

While conducting the research the researcher has considered the age of people 15 to 35 years. They have been classified into four groups assuming similar mindset, behavior, usage pattern in each group.

4.2.2. Sampling Techniques

In this study, the researcher has used convenience sampling technique for a sample size of 1133 respondents from four major geographical locations of Gujarat namely Ahmedabad, Baroda, Surat and Rajkot.

4.2.3. Sample Characteristics

The sample characteristics which are taken into consideration while selecting the respondents were occupation, income group, usage pattern.

4.2.4. Statistical Tools and Techniques:

The statistical tools namely SPSS 2.0 and Ms Excel and statistical techniques called Correlation and Hierarchical Regression analysis are used.

4.3. Research Objectives:

- To study the various demographic aspects of the youth and usage pattern of social media.
- To establish the intensity of the relationships amongst various factors of social media.
- To measure the impact of each factor of social media that brings the negative changes in the youth.

4.4. Data Collection

Data have been collected through survey method, where structured questionnaire is used as an instrument.

4.5. Reliability of scale

Reliability of the scales was checked by computing Cronbach alpha, a measure of reliability which found to be satisfactory. All the variables' coefficient of alpha was above 0.6 specifying a satisfactory internal consistency (Nunnally, 1978).

Table 4.1. Reliability for Factors

Particulars	Cronbach's Alpha	No. of items
P. Negative effects of usage of social media	0.747	5
P. Negative effects in terms of education	0.746	5
P. Negative effects in terms of marketing	0.799	4
P. Negative effects in terms of health	0.859	5
P. Combined negative influence of social media	0.894	13

4.6. Correlation Analysis:

	Σ P. social negative	Σ P. Education negative	Σ P. Marketing negative	Σ P. Health negative	Σ P. Combined negative
Σ P. social negative	1	0.341	0.260	0.252	0.295
Σ P. Education negative	0.341	1	0.475	0.397	0.500
Σ P. Marketing negative	0.260	0.475	1	0.391	0.433
Σ P. Health negative	0.252	0.397	0.391	1	0.581
Σ P. Combined negative	0.295	0.500	0.433	0.581	1

H1: There is a significant relationship between overall perceived social negative and perceived educational negative with respective social media.

H1: There is a significant relationship between perceived overall social negative and perceived marketing negative with respective social media.

H1: There is a significant relationship between perceived overall education negative and perceived overall marketing negative with respective social media.

H1: There is a significant relationship between perceived overall social negative and perceived overall health with respective social media.

H1: There is a significant relationship between perceived overall social negative and perceived combined negative changes in youth with respective social media.

H1: There is a significant relationship between perceived overall education negative and perceived overall marketing negative with respective social media.

H1: There is a significant relationship between perceived overall education negative and perceived overall health negative with respective social media.

H1: There is a significant relationship between perceived overall education negative and perceived combined negative change in youth with respective social media.

H1: There is a significant relationship between perceived overall marketing negative and perceived overall health negative with respective social media.

H1: There is a significant relationship between overall marketing negative and combined negative change in youth with respective social media.

H1: There is a significant relationship between overall health negative and combined negative change in youth with respective social media.

The significant value is 0.00 which is less than 0.05 therefore we cannot accept null Hypothesis and alternative Hypothesis is accepted, It means there is a significance relation between two variables with respective social media as listed in each of the above hypothesis sequentially namely perceived overall social negative and perceived educational negative(0.341), perceived overall social negative and perceived marketing negative(0.260), perceived overall education negative and perceived overall marketing negative(0.475), perceived overall social negative and perceived overall health(0.252), perceived overall social negative and perceived combined negative changes in youth(0.295), perceived overall education negative and perceived overall marketing negative(0.475), perceived overall education negative and perceived overall health negative(0.397), perceived overall education negative and perceived combined negative change in youth(0.500), perceived overall marketing negative and perceived overall health negative(0.391), perceived overall marketing negative and perceived combined negative change in youth(0.433), perceived overall health negative and perceived combined negative change in youth(0.581).

4.7. Multiple Regression Analysis

Regression analysis gives the understanding and estimation of the relationships among variables. It helps in understanding how the distinctive value of dependent variable changes with the change in one of the independent variable when other independent variables are unchanged. Now when the researcher have established the linear relationship among the dependent variable and independent variables, the researcher wish to estimate the degree of change in the value of dependent variable due to change in independent variable.

Negative Multiple Step-wise Regression Model:

Model Summary ^e										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.581 ^a	.338	.337	8.94754	.338	576.606	1	1130	.000	
2	.652 ^b	.425	.424	8.34503	.087	170.062	1	1129	.000	
3	.663 ^c	.439	.438	8.24051	.015	29.821	1	1128	.000	
4	.666 ^d	.444	.442	8.21044	.005	9.279	1	1127	.002	1.731
a. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE										
b. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE										
c. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE, SUMMATED_P. MARKITINGNEGATIVE										
d. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE, SUMMATED_P. MARKITINGNEGATIVE, SUMMATED_P. SOCIALNEGATIVE										
e. Dependent Variable: SUMMATED_P. COMBINEDNEGATIVE										

H₁: The model that designed for multiple regressions is significant.

The most influential factor for changes in youth is of perceived overall influence of health. If we see the relationship, the value of correlation coefficient shows the value 0.581, which indicates the level of the correlation between the two variables and value of coefficient of the determination (R square) indicates 0.338, it suggests that almost thirty four percentage of the changes in the youth take place because of perceived overall influence of health with respect to social media. Value number two from the table indicates that perceived overall health and perceived overall education are two most influential factors which bring changes in the youth. From the table indicates that value of R is 0.652, this shows the correlations coefficient of two independent variables and a dependent variables. This value shows strong correlations amongst the two variables. Value of coefficient of the determination shows 0.424, indicates almost 42 percent of perceived overall negative changes in youth because influence of these two independent factor, perceived overall health and perceived overall education. Value number three from the table indicates that perceived overall health, perceived overall education and perceived overall marketing are three most influential factors which bring changes in the youth. From the table indicates that value of R is 0.663, this shows the correlations coefficient of three independent variables and a dependent variables. This value shows strong correlations amongst three variables. Value of coefficient of the determination shows 0.439 indicates almost 44 percent of perceived overall negative changes in youth because influence of these three independent factors, perceived overall health and perceived overall education and perceived overall marketing. Value number four from the table indicates that perceived overall health, perceived overall education, perceived overall marketing and perceived overall social are four most influential factors which bring changes in the youth. From the table indicates that value of R is 0.666, this shows the correlations coefficient of four independent variables and a dependent variables. This value shows very strong correlations amongst three variables.

Value of coefficient of the determination shows (R^2) 0.444, indicates almost 44 percent of perceived overall negative changes in youth because influence of these four independent factor, perceived overall health, perceived overall education, perceived overall marketing and perceived overall social. So far as model evaluation is concerned, the significant value is 0.00 which is less than 0.05, therefore we cannot accept null Hypothesis and we need to accept the alternative Hypothesis.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Here y is perceived overall changes in youth. (Dependent variable)

a = intercept/constant

β_1 = the regressions coefficient of first independent variable, (perceived negative changes on youth because of perceived overall negative changes in **health**)

β_2 = the regressions coefficient of second independent variable, (perceived negative changes on youth because of perceived overall negative changes in **education**)

β_3 = the regressions coefficient of third independent variable, (perceived negative changes on youth because of perceived overall negative changes in **marketing**)

β_4 = the regressions coefficient of fourth independent variable, (perceived negative changes on youth because of perceived overall negative changes in **social**)

X_1 = perceived overall negative changes in Health (Independent variable)

X_2 = perceived overall negative changes in Education (Independent variable)

X_3 = perceived overall negative changes in Marketing (Independent variable)

X_4 = perceived overall negative changes in Social (Independent variable)

ϵ = the error term.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46162.250	1	46162.250	576.606	.000 ^b
	Residual	90466.111	1130	80.059		
	Total	136628.360	1131			
2	Regression	58005.321	2	29002.661	416.468	.000 ^c
	Residual	78623.039	1129	69.640		
	Total	136628.360	1131			
3	Regression	60030.339	3	20010.113	294.674	.000 ^d
	Residual	76598.021	1128	67.906		
	Total	136628.360	1131			
4	Regression	60655.875	4	15163.969	224.947	.000 ^e
	Residual	75972.485	1127	67.411		
	Total	136628.360	1131			
a. Dependent Variable: SUMMATED_P. COMBINEDNEGATIVE						
b. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE						
c. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE						
d. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE, SUMMATED_P. MARKITINGNEGATIVE						
e. Predictors: (Constant), SUMMATED_P. HEALTHNEGATIVE, SUMMATED_P. EDUCATIONNEGATIVE, SUMMATED_P. MARKITINGNEGATIVE, SUMMATED_P. SOCIALNEGATIVE						

H₁: Perceived overall negative changes in Health, Education, Marketing and Social have significant impact on perceived overall changes in youth.

If we consider the number four value of the table, mean square is 15163.969 and F ratio is 224.947, while significant value is 0.00 which is less than 0.05 hence we cannot accept the Null Hypothesis and we accept the alternative Hypothesis. Therefore, perceived overall changes in Health, Education, Marketing and Social are having significant impact on perceived overall changes in youth.

Coefficients ^a						
Model		Unstandardized Coefficients		Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.603	.761		29.691	.00
	SUMMATED_P.HEALTHNEGATIVE	1.207	.050	.581	24.013	0.0
2	(Constant)	13.212	1.011		13.065	.000
	SUMMATED_P.HEALTHNEGATIVE	.944	.051	.454	18.484	.000
	SUMMATED_P.EDUCATIONEGATIVE	.813	.062	.321	13.041	.000
3	(Constant)	11.065	1.073		10.310	.000
	SUMMATED_P.HEALTHNEGATIVE	.873	.052	.420	.763	.00
	SUMMATED_P.EDUCATIONEGATIVE	.676	.066	.266	0.164	.000
	SUMMATED_P.MARKITINGNEGATIVE	.398	.073	.143	5.461	.000
4	(Constant)	8.516	1.358		6.272	.000
	SUMMATED_P.HEALTHNEGATIVE	.855	.052	.412	16.398	.000
	SUMMATED_P.EDUCATIONEGATIVE	.630	.068	.248	9.268	.000
	SUMMATED_P.MARKITINGNEGATIVE	.378	.073	.136	5.193	.00
	SUMMATED_P.SOCIALNEGATIVE	.225	.074	.073	3.046	.002
a. Dependent Variable: SUMMATED_COMBINEDNEGATIVE						

- As we have derived, the perceived overall negative health, education, marketing and social, are the four most influential factors, considering the model number **four**, the **value of constant is 8.516** and **betas for perceived overall health, education, marketing and social are 0.855, 0.630, 0.378 and 0.225 respectively**, when four factors are simultaneously influencing the youth behavior, then with one unit changes the perceived overall health it has an influence of **0.855**, with perceived overall education it is **0.630**, change with perceived overall marketing, it is **0.378** and with perceived social, it is **0.225**.
- So far as the validity of the model is concerned, since the value of t is **6.272** and the significant value is **0.0**, which is less than 0.05, it means this model is valid and having significant impact.
- As it is indicated in the table, partials and part value is **0.666**, it suggests that almost **44 percent changes** have occurred in the behavior of youth because of perceived overall **changes in** overall health, education, marketing and social **related factors**.
- Considering the tolerance value and Variance Inflation Factor, both the values are one. Ideally the tolerance value should be less than or equal to 1 and the VIF (Variance Inflation Factor) should be less than or equal to 10 for the evaluations of the multicollinearity purposes. So far as this model is concerned, the **tolerance value is 0.782, 0.678 and 0.722 and 0.862 for the perceived negative health, education, marketing and social respectively** (which is less than 1) and the **VIF for perceived overall health, education, marketing and social are 1.279, 1.455, 1.386 and 1.159 respectively** (all of these are less than 10), it indicates that we don't find any kind of the multicollinearity in the research.

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \epsilon$$

Here y is perceived overall changes in youth. (Dependent variable)

a = intercept/constant = **8.516**

β_1 = the regressions coefficient of first independent variable, (perceived negative changes on youth because of perceived overall positive changes in health) = **0.855**

β_2 = the regressions coefficient of second independent variable, (perceived negative changes on youth because of perceived overall positive changes in education) = **0.630**

β_3 = the regressions coefficient of third independent variable, (perceived negative changes on youth because of perceived overall positive changes in marketing) = **0.378**

β_4 = the regressions coefficient of fourth independent variable, (perceived negative changes on youth because of perceived overall positive changes in social) = **0.225**

X_1 = perceived overall negative changes in health (Independent variable)

X_2 = perceived overall negative changes in education (Independent variable)

X_3 = perceived overall negative changes in marketing (Independent variable)

X_4 = perceived overall negative changes in social (Independent variable)

ϵ = the error term.

$$Y = 8.516 + 0.855x_1 + 0.630x_2 + 0.378x_3 + 0.225x_4 + \epsilon$$

If we want to estimate the value for perceived overall negative changes in the health, perceived overall negative changes in education, perceived overall negative changes in the marketing and perceived overall negative change in the social, we need to put these four values of the variables in the above model, and then we can easily estimate the perceived overall negative changes in the youth.

5. Findings

Findings from Negative Correlation Analysis

- It indicates acceptable and fairly strong relationship between overall social negative and educational negative. A user who is suffering from the demerits of using social media, is logically also likely to be affected in terms of his/her education and these two have been found to be fairly related in the research.

- We found acceptable relationship between perceived overall social negative and perceived marketing negative. The adverse effects on the youngsters because of using social media have found to be correlation of having adverse effect on the marketing related influences.
- An acceptable relationship is found between perceived overall social negative and perceived overall health negative. The users who are influenced adversely by the social media have found be related to the negatively influences with reference to health. Users spending unusual hours on this platform are exposed to the various issues like exposed personal life, lost personal time, feeling of superiority or inferiority complex etc. and this logically can lead to health related issues like pain in eyes, neck pain, back pain etc arising out of spending extended hours on the screen and sitting at the same place.
- Perceived social negative and perceived combined negative changes in youth are found to have fairly strong correlation. Those users who are affected by the perceived social negative influences are relatively heavy users and they are also exposed to the perceived overall negative influence of social media i.e. marketing, educational and health related influences.
- Perceived overall marketing negative and perceived overall educational negative have found to have strong correlation. Social media users who get influenced by the various promotional and marketing related activities on the social media are also getting strongly influenced in terms of their academics/education and are prone to adversely affect the same.
- Acceptably good relationship is found between perceived overall education negative and perceived overall health negative. Users being affected on the adverse side in their academics are strongly in correlation to be suffering from various health related issues on account of using social media.
- Strong relationship exists between perceived education negative and perceived combined negative change in youth. Evidently, the users exposed more with the perceived overall education negative, i.e. having adverse effect on their education because of the influence of social media, are also to be prone to combined negative influences.
- We found fairly strong relationship between perceived overall marketing negative and perceived overall health negative. The users exposed with the negative influences of marketing, has a correlation of being negatively affected with regards to their health.
- Fairly strong relationship exists between perceived marketing negative and perceived combined negative change in youth. Evidently, the users influences by the negative aspects regarding the marketing related influences are found to be quite prone to the perceived overall negative changes from the various influences from social media.
- Extremely strong relationship exists between perceived overall health negative and perceived combined negative change in youth. Those users who are affected by the negative influences of social media on a combined scale are having strong correlation with being negatively affected by in terms of health related issues.

Findings from Negative Multiple Regression Analysis

- The prime most influential factor for changes in youth is of perceived overall influence of health. Considering the single factors that influence the youngsters the most on the negative side, Health leads the chart.
- Around 34% of the changes in the youth take place because of perceived overall influence of health with respect to social media, which is the prime most influencing factor in the negative area.
- Two most influential factors that brings perceived overall negative changes in the youth are health and education are two most influential factors which bring changes in the youth.
- Around 42% of overall negative changes in youth happen because of the influence of these two independent factors.
- Three most influential factors that brings perceived overall negative changes in the youth are health, education and marketing.
- Around 44% of perceived overall negative changes in youth because influence of these three independent factors, health and education and marketing.

- Four most influential factors that brings perceived overall negative changes in the youth Value number four from the table indicates that perceived overall health, perceived overall education, perceived overall marketing and perceived overall social are four most influential factors which bring changes in the youth.
- Around 44% of perceived overall negative changes in youth happen because influence of these four independent factors, health, education, marketing and social related influences.
- Perceived overall changes in Health, Education, Marketing and Social are having significant impact on perceived overall changes in youth.

6. Conclusion and Recommendation

- Social media should work on the mental health problem causing to the users due to long hours spend on the platform. Although at a low amount, still the research has found various physical and mental health related problems. Social media should plan a model where they can identify the mental patients probably on the basis of their usage statistics and work upon their problem by using the artificial intelligence available these days. Post being identified, such users can be diverted to health related pages, or their situations can be passed on to their close relatives or close friends on social media or even such cases can be highlighted with the local psychiatrists!
- Excessive use of social media should be avoided as it can make an individual unnecessarily exposed to many products and this might end-up in undue influence from various marketing and this can possibly lead to 'compulsive buying'. To elaborate further, aggressive marketing on social media can create positive or negative image about any product, brand, person, idea, organization etc., which is why it is recommended to use social media in a wise manner.
- It is also strongly recommended to the social media users to apply their logic and research before 'buying' and product i.e. good, service, event, experience, person, information, or even an idea. Social media is a platform and it does not guarantee the neither it provide its filter for the various information shared by users on their pages. Hence the users should apply his/her filter and logic before accepting and 'buying' any 'product' available on social media.
- It is recommended to avoid excessive usage of social media as it can create health related problems. Although most of the age group of the research is into their early ages, it is found that physical as well as psychological health related problems can occur to the users who are affected from the negative influences of social media. The users should not spend long hours in front of screen on social media to save eyes, neck and back from potential damages.
- For the students, to have sound academic performance, it is strongly recommended to use the social media only in the acceptable manner. Excessive usage of social media can prove not only harmful in the social terms, health related terms and marketing related influences, but it can also damage academic performance.

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