

Social media and its impacts on Youth in the Modern Age: Challenges and Opportunities

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Abstract: In the last two decades, social media has grasped the attention of people of all ages. This research explores how social media is affecting the thoughts and behaviors of young people. Social media platforms like Facebook, Twitter, and WhatsApp are common sources of sharing information and thoughts about important topics. Since young people are spending a lot of time on social media, there is a need to find out how much time on average young people are spending on social media and what is their prime purpose for using it. In a survey, 150 young people, both male and female, were asked to fill out a questionnaire about their social media habits. Almost every respondent finished the survey up to 97%. Besides investigating the purpose of using social media, it is designed to find out how young people use social media is impacting their social lives, physical, and mental health. The collected data through a questionnaire was statistically analysed. The results show that most of the young people agreed that social media had a big influence on their lives. The majority of them preferred Facebook, followed by WhatsApp. The majority of them use social media for recreation. However, a good number of users use social media for a proper purpose such as networking, digital marketing, digital content sharing, or online job/scholarship hunting. A few of them think social media helps them with education and learning, while others think it's making things worse. Social media can spread content that isn't appropriate, like bad pictures or videos. However, it can also teach young people about general knowledge, politics, and other useful information. Overall, social media affects young people's lives both positively and negatively. There is a need for controlled usage of social media for better and improved outcomes.

Keywords: Social media uses, Networking sites, Instagram, Tiktok, impacts of social sites

1. INTRODUCTION

Social media offers quick connectivity, worldwide reach, text, image, audio, and video sharing, among many other features, it has become an essential part of modern communication. There has been an obvious shift away from traditional media like radio and television, especially among young people, due to its affordability and accessibility, making it extremely common among people of every age. Discussions over the impact of social media on society in general, and on youth, have been triggered by this pattern. A youth's decisions regarding lifestyle trends, education, political awareness, physical activities, social contacts, and educational experiences are all shaped by these effects, and it is crucial to comprehend these factors.

Social media refers to web-based tools that extend upon the web by facilitating the production and sharing of user-generated content (Kaplan, 2010). Youth is defined by Merriam Webster Encyclopedia Britannica as the stage of life before adulthood, with special emphasis placed on its importance for the progress and growth of nations in the future. Social media now has a significant impact on youth education, improving interpersonal abilities, cultivating political, religious, and cultural awareness and maturity, and advancing societal development (Merriam the Encyclopedia, 2001).

The Internet and American Society The project's research looks into the complex effects of social media on several aspects of American society, such as public policy, education, health, government, and demographics (Turow, 2011). It is common to see social media sites like Facebook, WhatsApp, Twitter,

YouTube, and MySpace promoted as equalizers that cross racial, class and ethnic boundaries. Alison Doyle defines social media as a tool for straightforward interaction and multimedia communication, while Lucky Shrestha (2013) defines it as a method of connecting where people share information and ideas in virtual communities.

In his 2009 article, Anthony J. Bradley highlights the significance of social media adoption for businesses. He lists six key concepts, such as network building and cooperation, that set social media apart and add to its unique appeal.

The purpose we have of this study is to explore how social media affects young people in Bahawalpur, Pakistan. The objective of our study is to learn more about how social media affects the social connections, educational experiences, and political engagement of young people through surveys and data analysis.

1.1 Social Media and Youth

Social media use affects young people's daily activities, both ways: positively and negatively. It's normal when it feels like you have a lot of brand-new, exciting tools to play with. But that's not all that there is to it. Young people's childhood is being altered by this, as their exposure to media has expanded beyond viewing TV. It involves engaging in social interaction, utilizing a wide range of media, and multitasking. Social media has varying effects on organizations and youth.

It has an enormous effect on young people's lives. 67% of young people use Facebook, the most popular social networking site, based on a study by BBC News. But sometimes people misuse it, for example when they post harmful content or behave in manners that harm the country's reputation (Sekho, 2013).

Some people use social media rather than going out with friends because they are nervous about their security, claims report researcher Tanya Byron. Today's youth frequently utilize various kinds of media to communicate with friends. It's not like previously when they talked with friends at school or social events in town. Now these days, kids and also young people keep connected using social media, internet gaming, messaging, and more to stay connected (Byron Review, 2009). So, social media has good and bad effects on young people. It's changing how they interact with friends and the way they grow up.

1.2 Social Media Use by Tweens and Teens

Social media use can help children and young people in developing their communication skills and improve their social and technical abilities. There are many chances to interact with friends, and classmates who share hobbies through social media platforms like Facebook, Instagram, and MySpace. The majority of young people and kids accessing these sites has increased significantly over the last five years. A recent survey found that over fifty percent of young people use social media sites more than once a day, and 22% of teenagers visit their favorite social media sites more than ten times a day. At present, 75% of teenagers have a cell phone or smartphone, among which 25% use mobile phones for social media, 54% for texting, and 24% for instant messaging. This means that using the Internet and mobile devices is the way the current generation evolves socially and emotionally to an enormous extent.

As they experiment with social media, kids and teens face some risks because of their insufficient capacity to control themselves and their vulnerability to social influence. According to a recent study, harassment, and sex abuse are common offline behaviors that have online expressions that have given rise to problems including cyberbullying, privacy concerns, and "sexting." Addiction to the internet and concurrent lack of sleep are further issues that need to be brought to people's attention.

These days, a lot of parents are very proficient in technology and are comfortable as well as easily utilizing the apps and websites that their children use. However, there are a few reasons for the parents that they can find it quite difficult in connecting to their technology-influenced children. A common cause of this gap is that the majority of parents are not aware of this technological revolution and such new socialization and networking platforms. Moreover, a few parents don't have sufficient time to get this modern technical expertise and keep themselves up to date with modern technologies like social media platforms. Furthermore, a few parents are not aware of keeping an eye on their children's online and offline activities. Consequently, such information and technological skill gaps make it difficult for parents to remain in touch with their children and help them in the modern age of technology.

1.3 Benefits of using social media for Children and Adolescents

1.3.1 Socialization and Communication

While using social media, people can do many tasks online. These days, users need to remain connected to their friends and family. Moreover, they need to find new friends, expand their online network, share images and videos, and exchange or discuss ideas. Young people can get various benefits from using social media such as learning new things and affecting the world through their views. Social media can provide enhanced possibilities for involvement in the community through charity fundraising and volunteer work at local events. The users can share ideas via podcasts, blogs, movies, and gaming websites. It is also possible to promote an individual's work or thoughts.

1.3.2 Enhanced Learning Opportunities

The school-going students can interact with other people with the help of social media platforms and can explore new opportunities for learning and completing tasks in group projects and assignments. The concept of online learning can be facilitated by the students by using social media tools like Google Meet, Zoom, and WhatsApp. For example, learners may have a combined study through social media and can easily interact and share thoughts and ideas about assignments using Facebook and other similar social media networking platforms. Blogs can be a successful educational instrument in some schools because they encourage proficiency in English, imaginative thinking, and verbal communication.

1.3.3 Accessing Health Information

People can easily and secretly access information about their medical issues on the internet. Good health resources and medical materials are becoming increasingly available to young people on any number of subjects that are relevant to them, including symptoms of depression, managing stress, and infections. Young people with persistent diseases have access to websites where they may interact with similar people to form supportive networks. Daily use of cell phones, instant messaging, and text messages by teenagers has already improved their health care in several ways, such as higher medication compliance, a greater awareness of illnesses, and fewer appointments that are missed. People will have more opportunities to interact with their doctors to learn about health issues because the latest social networking platforms all have applications for mobile devices.

1.4 Drawbacks of using social media for Children and Adolescents

1.4.1 Cyberbullying and Online Harassment

Online harassment is a phenomenon that occurs when one intentionally spreads false, insulting, or harmful pieces of information about someone through social media. All the youngsters who use social media frequently can be exposed to such incidents. Experts differentiate the concepts of "online harassment" and "cyberbullying". According to the available evidence, the majority of young users of social media platforms can save themselves from online harassment by the careful usage of social media, and harassment happens more rarely online than offline. However, cyberbullying is extraordinarily prevalent, may impact youngsters who are on the internet, and can result in serious psychological effects like sadness, nervousness, extreme loneliness, and, sadly, death.

1.4.2 Facebook Depression

Research indicates that a growing trend called "Facebook depression" happens with young people when they start spending a lot of time on social media platforms such as Twitter, Facebook, YouTube, TikTok, etc. This act results in typical signs of depression. Depression in some teenagers is thought to be caused by the stress of the internet environment. Similarly to those who experience depression offline, young people and teenagers with Facebook depression may experience social isolation and may seek "help" from questionable websites and blogs that could promote substance misuse, hazardous sexual behavior, or aggressive or detrimental actions.

1.4.3 Sexting

Sexting is the act of sending and receiving sexual messages, photos, videos, and other visual content using social networking apps on a smartphone, tablet, or other electronic gadget. A lot of such images go viral online. Children are more vulnerable to this phenomenon; based on a recent survey, 20% of child users used to send or post their pictures or videos in their pants. While certain countries have started taking

such acts seriously and have taken serious measures to counter such acts so that the young users of social media may not become the target of intimidation. The suspensions from school for perpetrators and psychological distress with concurrent mental health disorders for victims are additional consequences.

1.4.4 Privacy Concerns and the Digital Footprint

Today's young people and teenagers face mainly social dangers, technological abuse issues, privacy issues, sharing too much personal information, and posting misleading information about themselves or other people. The privacy of users is vulnerable due to these kinds of actions. Internet users tend to leave some evidence of using websites behind and it is called "digital footprint". Such digital footprints can provide a complete record of a user's online activities. Here, a major problem is that young people can lose their image and potential reputation. Moreover, young and teenage users typically do not understand the significance of secrecy and privacy. They need to remain careful while posting an image, video, or message. Their stay on social media and their online presence should be very careful.

1.4.5 Impact of Advertisements

Multiple commercial advertisements are displayed on a few social media platforms in the form of banners, behavioral ads that appear in response to a user's web-browsing patterns, and demographic-based ads that appear to the users from specific age, gender, education, relationship status, etc. Such ads cannot only affect the purchasing tendencies of young people and teenagers but also their impressions of routine. Behavioral ads should be avoided by parents because they are common on social media sites and work by gathering user data.

1.5 PROBLEM STATEMENT

Social media has delved into an integral part of our lives. Like any other technology, social media has its pros and cons as discussed in Sections 1.3 and 1.4, respectively. However, there is a need to investigate how social media is impacting the lives of young people and what positive or negative usage of social media has been in recent times.

This study is designed to examine the impact of social media on the youth, specifically how the impact of social media youth on various elements of social life such as information access, online learning, online learning, educational purposes, trend adoption, or digital impact.

1.6 SIGNIFICANCE OF THE STUDY

This study is useful in identifying the current trends of the usage of social media by the youth and guiding them about the positive use of social media to move in the right direction and increase awareness among young people about social media's effects on their lives. Young people who use it carefully can use it as a valuable tool for education, inform, and shape the way they think. Youth can also benefit from social media's ability to improve public living standards and standards of behavior.

1.7 HYPOTHESIS OF THE STUDY

H₁ Users with a purpose for using social media engage in positive activities and presumably spend a significant amount of time on these activities.

H₂ Users who do not engage in recreational activities are relatively more inclined to engage in learning activities on social media.

H₃ It's likely to state that young people are using social media effectively.

1.8 OBJECTIVES OF THE STUDY

1. To determine how young people feel about social media and how much time they spend on it.
2. To investigate how social media affects young people's social lives
3. To find what is the purpose of young people who are using social media.
4. To investigate how adolescents rely too much on social media and how this wears them out in daily life.
5. To propose some actions for responsible social media use that will enlighten and educate the public.

2 RELATED WORK

In the last couple of decades, various studies have been conducted to study the impact of social media on

youth. Various studies have addressed various aspects of social media and its impacts on youth. A study (Shabir, et al. 2014) was presented in 2014 that was based on a survey. This study investigated how social media is impacting youth. Various positive and negative impacts of social media such as social norms, friendship, chatting, and other similar aspects were studied. Another study (Kulandairaj, 2014) was conducted in 2014 and it studies how social media is impacting the lifestyle of youth. In addition to that various impacts of regularly using social media were investigated especially affecting the social life of youth. A few other similar contributions were made in 2015 (Richards, et al., 2015) and also in 2016 (Ocansey, et al, 2016) where the impacts of social media on youth were studied with various datasets and of various demographics.

A few other studies investigated the impact of social media usage on the mental health of the users (Nesi, 2020). Besides, health issues, the impact of social media usage on the lifestyle of the users was also investigated in another study (Wojdan, et al. 2021). In recent years, various studies have been conducted to find out the impacts such as youth outreach engagement (Chan & Holosko, 2017), learning (Greenhow, 2011), and positive and negative impacts (Singh, et al., 2017). A few other studies were conducted to gauge the impact of social media on early-age children (Dyer, 2018).

Subsequently, all such studies had a few aspects in common such as all the studies focused on studying the general impact of social media on children or adults. Moreover, these studies were inclined to investigate the positive and/or negative impacts on youth. However, none of these studies has investigated the different usage of social media with respect to casual or specific purposes. For the last few years, social media has not just been a hub of entertainment and recreation but these days, social media has become a platform where youth can do many positive things such as online work, online knowledge sharing, digital marketing, networking, run media campaigns, hunt jobs and scholarships, create and share digital content, and many other creative and positive aspects. There is a need to conduct a study to find out how social media is helping youth in hunting career-growth opportunities and how social media is assisting in online work and online earning. This study addresses this research problem, conducts a survey-based study, and reports very important and interesting results.

3 METHODOLOGY OF THE STUDY

For this investigation, a descriptive method was used. Additionally, a survey-style study was carried out. Using a questionnaire, public opinion and perception of the effects of social media on youth were distinct, and judgments about many facets of youths' lives and society were produced. To facilitate interpretation, graphical displays including bar charts, pie charts, graphs, and histograms are used. The reliability and applicability of the sample group in this study can be accurately assessed by looking at the frequency of these characteristics (Vishwanath Eswarakrishnan & Singla, 2024). The statistics used in this study will combine both descriptive and inferential statistics. To look into the link between the variables in question, this study used regression, t-test, ANOVA test, Pearson, and Spearman correlation test (Singla & Verma, 2024).

3.1 Data Collection

A questionnaire-based survey was conducted with a sample of 150 people. The sample was carefully selected by ensuring equal coverage of all the groups such as gender, age, education, and location. All of the responders' data can be found in this table. There are four factors, but the percentages and counts for age and educational level are the same. This had been mentioned before, and it was caused by the investigator's choice to spread the selection at random evenly among the various educational and gendered levels.

Table1: Extracted Information from SPSS as the respondent's profile

	Characteristics	Counts	%
Gender	Male	80	53.33
	Female	70	46.77
Age Group	15-20	31	20.6
	20-25	64	42.6
	25-30	48	32
	30 and above	7	4
Level of education	Matric	29	19.33
	Intermediate	36	24
	Degree	43	28.6
	Master	42	28
Country of origin	Middle East	38	25.3
	Europe	21	14
	Asia	54	36
	Africa	29	19.3
	Others	8	5

As shown in Table 1, the demographic group, 42.6% of students are between the ages of 20 and 25. On the other hand, older than 30 years were just 4% of the sample. In addition, 36% percent of participants identified as Asian, and the remaining 5% percent identified as other, and rest of the respondents were from the Middle East, Africa, and Europe as 25.3%, 19.3%, and 14%, respectively. When the independent variables and the dependent variable correlate with each other, the technique of regression analysis is employed.

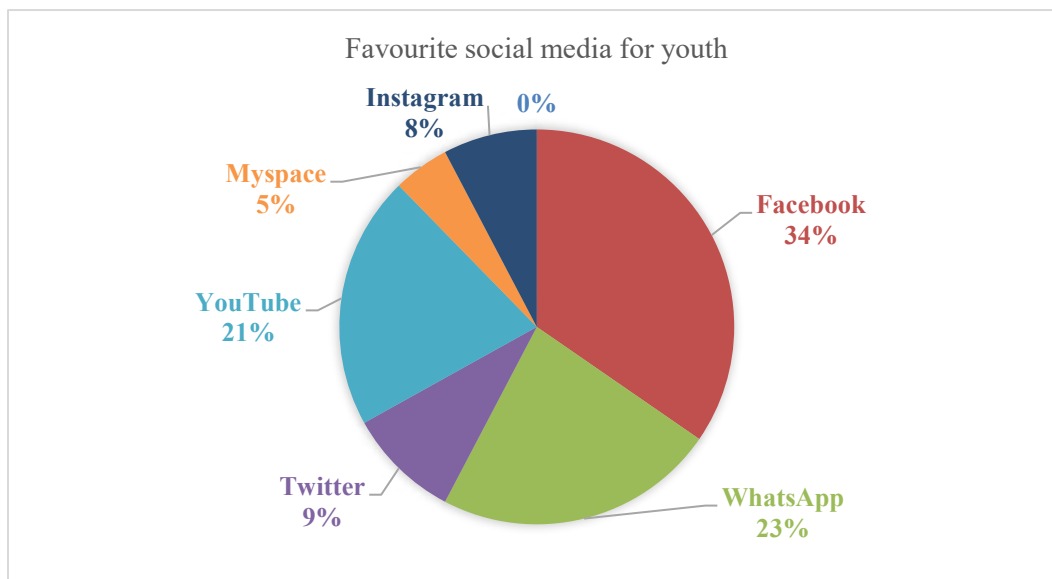


Figure1- Proportion of usage of different Social Media platforms

Besides the purpose of usage of social media, it was also identified what are the typical social media platforms that are generally used by the respondents. Figure 3 shows that 34% of the users prefer Facebook, 23% users prefer usage of WhatsApp, and 21% of the users generally use YouTube platform.

Figure 1 shows the usage of various social media platforms. Figure 2 shows the proportion of social media usage for a specific purpose. Figure 2(a) shows that 61% of users use social media with a specific purpose and that purpose can be learning, digital marketing, digital content sharing, job or scholarship hunting, etc. Figure 2(b) shows that 73% of users use social media just for the recreation and time-pass purpose.

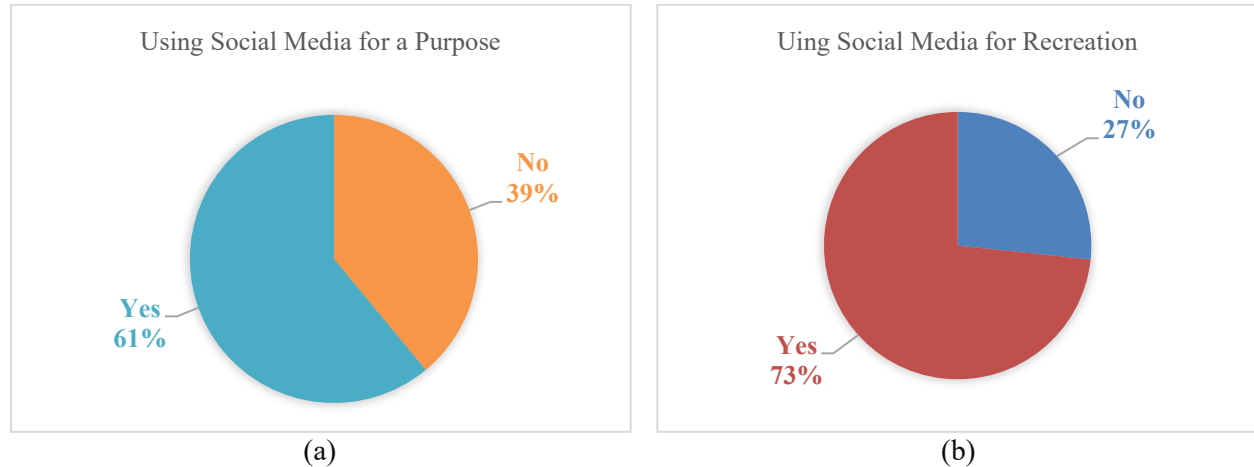


Figure2- Proportion of usage of different Social Media platforms

Figure 3 highlights the preferences of social media users where 53% of users specifically use social media just to watch digital content like reels, videos, shorts, etc. Similarly, 42% of the users surf their time on social media for playing games and similar activities.

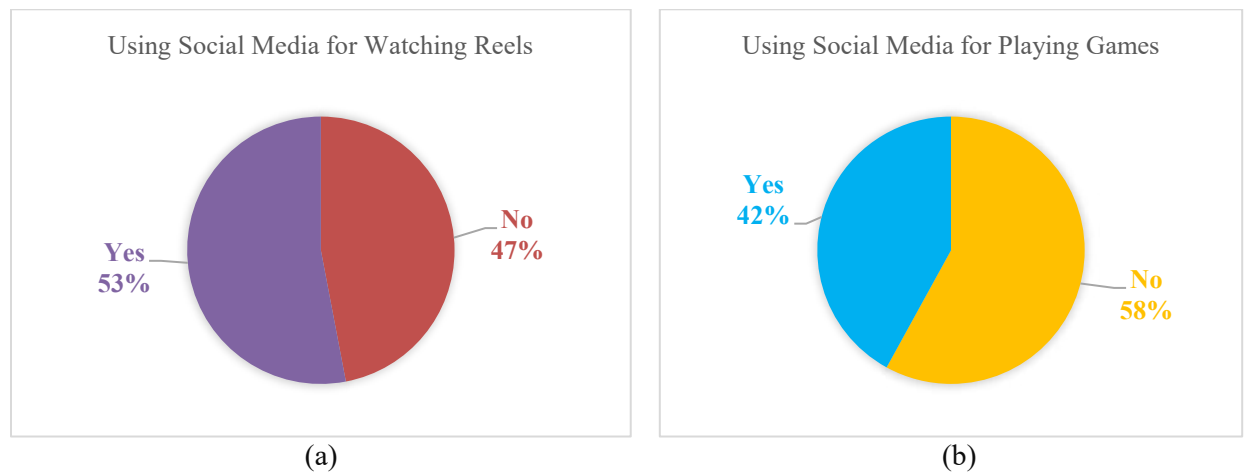


Figure3- Proportion of usage of different Social Media platforms

Figure 4 provides a depiction of the social media users who specifically use social media for networking and digital marketing. Figure 4(a) depicts that 69% of users use social media for networking purpose. Figure 4(b) depicts that 31% of the users use social media for digital marketing and online earning.

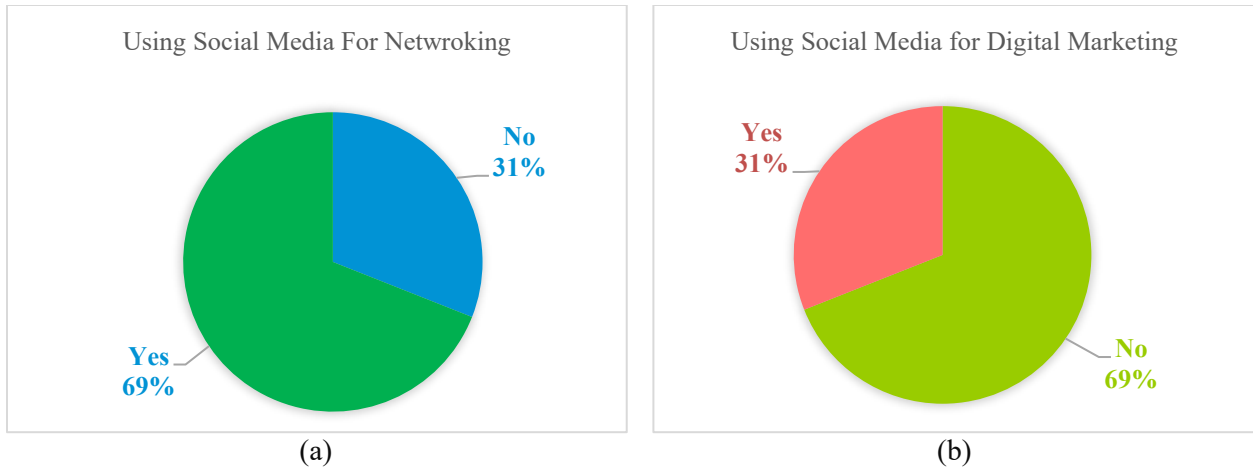


Figure4- Proportion of usage of different Social Media platforms

Figure 5 highlights the preferences of social media users where 24% of users particularly use social media to search and hunt job opportunities or scholarships for higher students like masters, doctorate, and post-doctorate. Similarly, Figure 5(b) shows that 29% of the users spend their time on social media for sharing their digital content like blogs, and videos to get maximum viewership on social media.

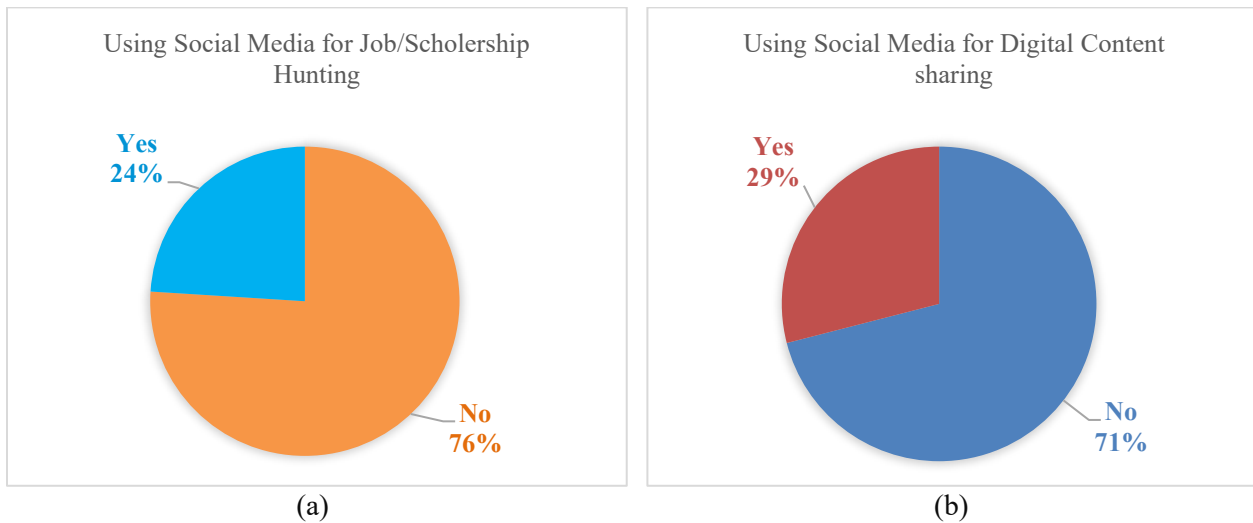


Figure5- Proportion of usage of different Social Media platforms

Overall, the data collected in this study covers the major interests of the respondents to particular identify the particular purpose of spending time at social media. Moreover, if there is a specific purpose, what is that purpose, a positive or a negative purpose.

3.2 Data Analysis and Results

For analysis of the data, the collected data was posted to a specialized data analysis software named “SPSS”. The data was first coded and normalized before applying the statistical tests. The NAN (Not A Number) values in the data were coded. All generic statistical and inferential tests were applied to data such as allpercentages,frequencies,mean, standard deviation, ANOVA, t-test, -test, correlation, regression, etc.After applyingstatisticaltests, the results of these statistical tests are tabulated in theformof tables and visualized in the form of graphsandcharts.

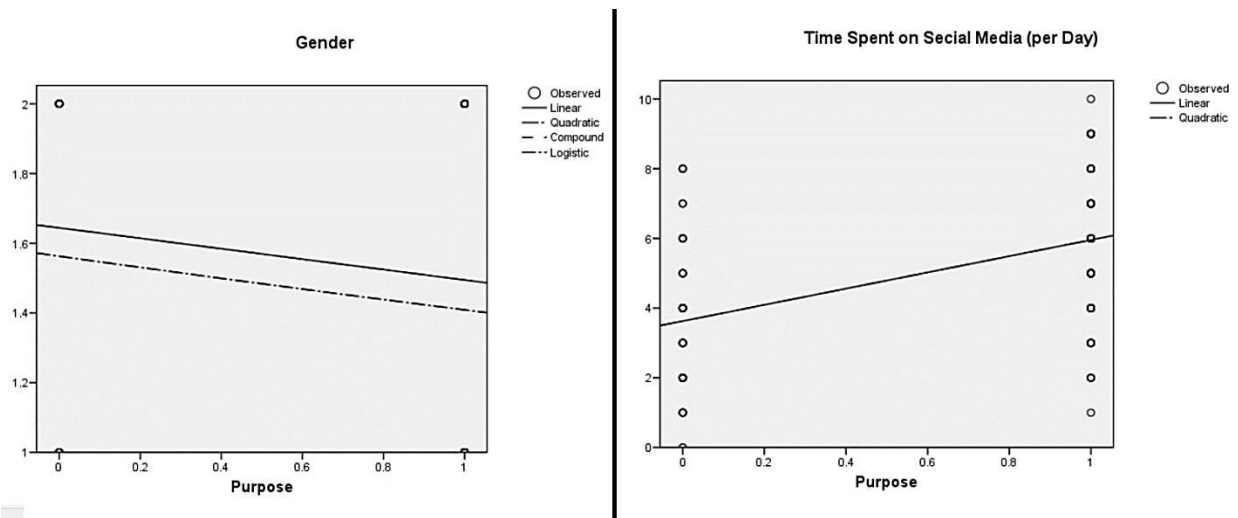


Figure 6: Purpose vs Gender and times spent on Social Media (per day)

Figure 6 shows two graphs that depict the relationship between "Purpose" and two different variables: "Gender" and "Time Spent on Social Media (per Day)." It is depicted in Figure 1 that the graph Gender vs. Purpose shows that a weak and slightly negative relationship exists, and it suggests that males are more associated with social media and spend more time as compared to females. Similarly, the second graph of time spent on social media vs. Purpose depicts that a positive relationship exists that indicates that there is a trend that persons having a higher sense of purpose typically spend more time on social media on average daily.

Table 2 represents the relation between the variables (Purpose and Gender). The data reflects that females have a higher mean (0.69) for "Purpose" in comparison to males (0.54), and it suggests that females use social media for a specific purpose as compared to males. In short, females use social media for a specific purpose such as online work, digital marketing, learning, or digital content generation and sharing.

Table2: Extracted Information from SPSS for the Respondent Profile

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purpose	Male	83	.54	.501	.055
	Female	67	.69	.467	.057

Table 3 shows an independent sample test that shows the Levene's Test for Equality of Variances and it shows that it has a significant ($p = 0.001$) value, indicating that the variances are not equal. Whereas, the t-test for Equality of Means represents that the difference in means is statistically less significant and p-values are 0.073 and 0.071 for equal variances and not equal variances, respectively. In this test, again the mean difference is -0.144 which clearly indicates that females score higher on "Purpose" by 0.144 in comparison to males on average.

Table3: Extracted Information from SPSS for the Respondent Profile

Purpose	Levene's Test		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Upper	Lower
Equal variances assumed	11.116	.001	-1.807	148	.073	-.144	.080	-.302	.013
Equal variances not assumed			-1.821	144.908	.071	-.144	.079	-.301	.012

All of the research's predictions are supported by the correlation analysis that was conducted, but to be able to confirm that there is a real link between the two variables, the researcher must conduct and perform a regression study. The standardized parameter beta (β) and R square (R^2), which show the degree to which both the dependent and independent variables are related, provide the foundation for the meaning of the regression analysis's results.

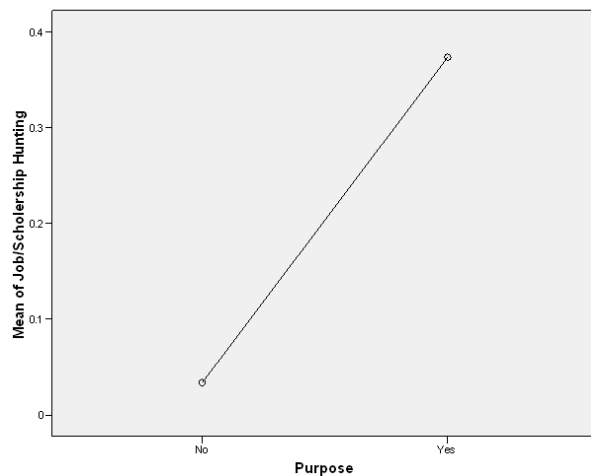
Regression analysis is a powerful and adaptable method for examining the causal connection that exists between the dependent variable and one or more separate variables, claims Maholtra(2006). many regression analysis, according to Burns and Bush (2000), is a bivariate regression analysis improved upon by including many independent variables in the regression equation. Multiple regression is an extension of simple linear regression, and it will be used in this study's analysis. When we wish to forecast a variable's value based on the values of two or more other variables, we employ it. The dependent variable, which can be websites or social networking sites, is the one we wish to predict.

Table4: ANOVA test results

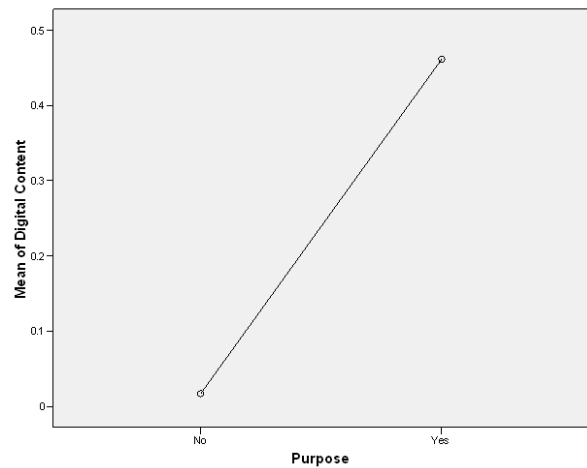
		Sum of Squares	df	Mean Square	F	Sig.
Job/Scholarship Hunting	Between Groups	4.131	1	4.131	26.321	.000
	Within Groups	23.229	148	.157		
	Total	27.360	149			
Digital Content	Between Groups	7.075	1	7.075	44.371	.000
	Within Groups	23.598	148	.159		
	Total	30.673	149			
Digital Marketing	Between Groups	9.146	1	9.146	59.507	.000
	Within Groups	22.747	148	.154		
	Total	31.893	149			
Learning	Between Groups	6.986	1	6.986	36.169	.000
	Within Groups	28.587	148	.193		
	Total	35.573	149			
Networking	Between Groups	5.102	1	5.102	27.789	.000
	Within Groups	27.172	148	.184		
	Total	32.273	149			

Table 4 shows the results of the ANOVA test for using social media for job/scholarship hunting, digital content, digital marketing, learning, and networking. The ANOVA test results given in the table show a series of one-way ANOVA tests that compares "time spent on social media" with the various groups based on typical purposes such as Job/Scholarship Hunting, Digital Content, Digital Marketing, Learning, and Networking. An ANOVA (Analysis of Variance) test typically compares the means of different groups to identify possible statistically significant differences in the groups.

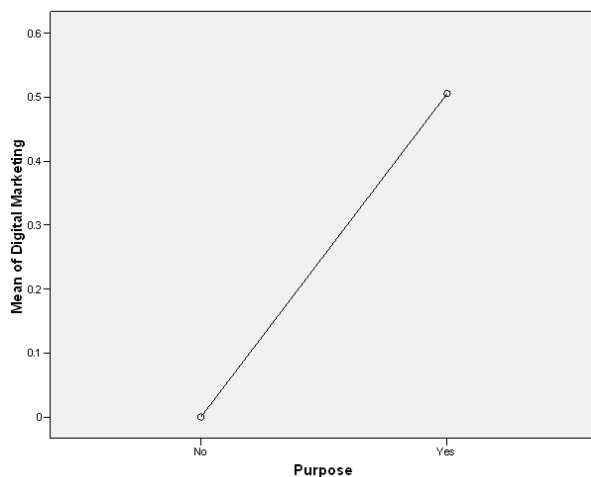
The ANOVA tests indicate that the time spent on social media has no significant relationship with the purpose of using social media. There is a significant relationship between "Purpose" and "Job/Scholarship Hunting". Table 2 shows that the p-value indicates that the statistical hypothesis is proven to be true since the p-value is statistically significant and is less than or equal to the threshold of 0.05. Similar to the Job/Scholarship Hunting purpose, other purposes such as Digital Content, Digital Marketing, Learning, and Networking also comprise p-values of 0.000 which is again less than the significance threshold of 0.05. Similarly, the F-values for each purpose are also quite high which endorses the significance of the results. Furthermore, it provides a piece of strong evidence against the null hypothesis. It also means that the purposes of social media usage significantly affect the amount of time spent on social media. Figure 7 shows 4 charts of comparison of means of various groups of data. All these four charts show the mean chart of purpose vs. Job/scholarship hunting, digital content, digital marketing, and learning.



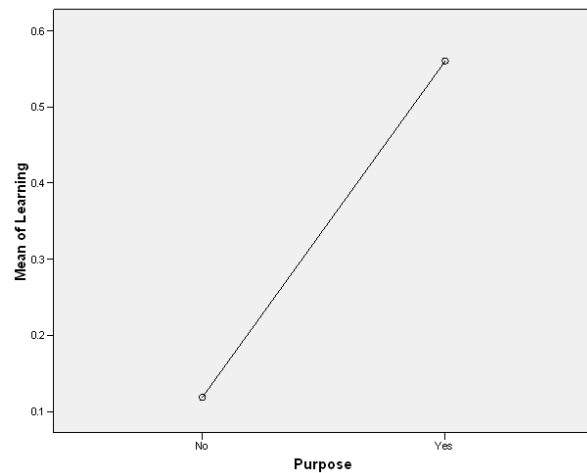
(a)- Purpose vs Job/Scholarship hunting



(b)- Purpose vs. Digital Content Generation



(c)- Purpose vs. Digital Marketing



(d)- Purpose vs. Learning

Figure 7- Means Graphs in different groups of data

All four charts depict that the respondents have a purpose for using social media and spend more time for learning and other digital aspects. To find the main purpose of the usage of social media such as learning or recreation, a t-test was performed, and the results are shown in Table 5. The table shows that the p-value is 0.007 that is relatively quite less than 0.05 and it presumably indicates that a significant difference exists in the mean scores of both of the groups.

Table 5: T-test to compare use of social media: learning vs recreation

Recreation	Levene's Test		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Upper	Lower
Equal variances assumed	27.128	.000	-2.918	148	.004	-.212	.073	-.355	-.068
Equal variances not assumed			-2.768	100.97	.007	-.212	.077	-.364	-.060

On the other hand, the mean difference between the groups is -0.212, meaning that, on average, the "Recreation: No" group scores 0.212 higher on the "Learning" variable than the "Recreation: Yes" group. To support these findings, it was found that there is a 95% confidence interval for the mean difference and these statistics further support the conclusion that the difference is statistically significant. The t-test given in Table 5 guide that social media users who do not engage in recreational activities are relatively more inclined to learn in comparison to the users who use social media for recreational purposes. This t-test supports the H_2 . Moreover, the users who use social media for recreation purposes usually spend less time on social media for learning and these results are supported by a p-value of 0.007 and a mean difference of -0.212.

Table 6 shows the correlation in different groups of data. It is shown in the table that a positive correlation between time spent on social media and using it for a purpose such as learning, digital content, and job/scholarship hunting is quite significant ($p < 0.01$).

Table 6: Correlation in various purposes of using social media

Spearman's rho	Time Spent on Social Media (per Day)	Purpose	Learning	Recreation	Gender	Digital Content	Job/Scholarship Hunting
Correlation Coefficient	1.000	.477(**)	.404(**)	.103	.184(*)	.395(**)	.238(**)
Sig. (2-tailed)	.	.000	.000	.208	.024	.000	.003
N	150	150	150	150	150	150	150
Purpose	Correlation Coefficient	1.000	.443(**)	-.239(**)	-.147	.480(**)	.389(**)

	Sig. (2-tailed)	.000	.000	.000	.003	.073	.000	.000
	N	150	150	150	150	150	150	150
Learning	-Correlation Coefficient	.404(**)	.443(**)	1.000	.233(**)	-.030	.253(**)	.515(**)
	Sig. (2-tailed)	.000	.000	.000	.004	.715	.002	.000
	N	150	150	150	150	150	150	150
Recreation	Correlation Coefficient	.103	-.239(**)	-.233(**)	1.000	.216(**)	-.051	-.261(**)
	Sig. (2-tailed)	.208	.003	.004	.008	.534	.001	.001
	N	150	150	150	150	150	150	150
Gender	Correlation Coefficient	.184(*)	-.147	-.030	.216(**)	1.000	.036	-.154
	Sig. (2-tailed)	.024	.073	.715	.008	.664	.059	.059
	N	150	150	150	150	150	150	150
Digital Content	Correlation Coefficient	.395(**)	.480(**)	.253(**)	-.051	.036	1.000	.127
	Sig. (2-tailed)	.000	.000	.002	.534	.664	.121	.121
	N	150	150	150	150	150	150	150
Job/Scholarship Hunting	Correlation Coefficient	.238(**)	.389(**)	.515(**)	.261(**)	-.154	.127	1.000
	Sig. (2-tailed)	.003	.000	.000	.001	.059	.121	.121
	N	150	150	150	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

A negative correlation exists between the use of social media for recreation and the usage of social media for learning and job/scholarship hunting. Similarly, for Gender, there is a significant but relatively weak positive correlation between time spent on social media and its usage for recreation purposes. However, no significant correlations between Gender and the usage of social media for learning, job/scholarship hunting, or digital content. It is reflected in Table 6 that there is a strong correlation between the total time spent on social media (per day) and the focus on using social media for various purposes of using social media. For instance, the correlation between total time spent on social media (per day) and purpose is 0.477, for learning, it is 0.404, for digital content sharing, it is 0.395, for job or scholarship hunting, it is 0.238. Moreover, it is also visible that the users who have a purpose for using social media focus on learning, digital content sharing, and job or scholarship hunting. Purpose has a significant correlation for learning, digital content sharing, and job or scholarship hunting that is 0.443, 0.480, 0.389, respectively. Table 6 also manifests that Gender has a significant correlation for total time spent on social media (per day) which is 0.184 and for recreation, it is 0.216. Similarly, the learning feature has quite a strong correlation with total time spent on social media (per day) which is 0.404, and for the purpose it is 0.443. Similarly, learning has a significant correlation between digital content sharing, and hunting for jobs or scholarships. Figure 8 shows the statistics of Ownership of smartphones and internet usage by age.

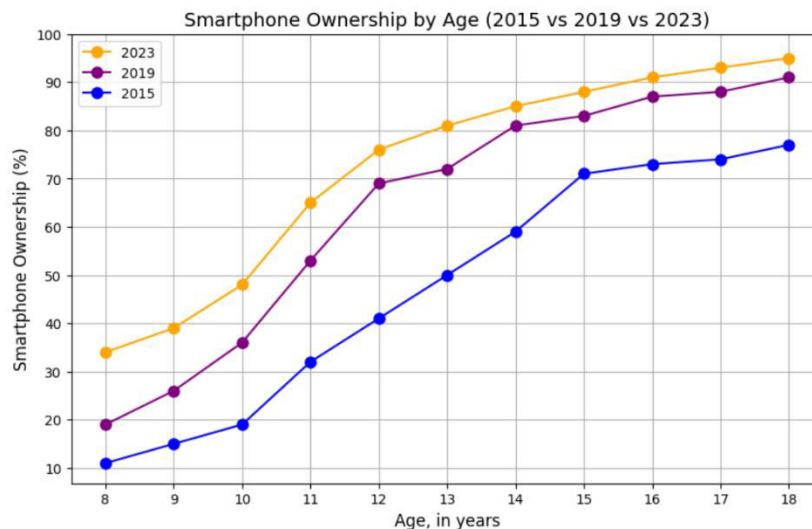


Figure 8- Ownership of smartphones and internet usage by age

The worrisome statistics of ownership of smartphones and internet usage by age are depicted in Figure 8. There is a clear rise in the ownership and usage of smartphones and internet by the kids under the age of 18. These statistics clearly shows that how technology is affecting the modern youth.

4 DISCUSSION

A survey on youth who use social media and networking platforms is the primary objective of the research. The respondents were targeted that frequently use YouTube, Twitter, Facebook, TikTok, MySpace, etc. There were fifteen closed-ended questions in the survey. Students formed the majority of the responses, with members from various employee groups making up a smaller percentage. This illustrates how popular social media use is with Pakistan's divided youth population. As per the research's final results, almost fifty percent of the users choose Facebook as their major social media platform, with 39% using Skype, and 11% using other platforms such as Twitter and MySpace.

According to this study, too many users of the computer laboratories at educational institutions utilize social media platforms for messaging, sharing images and videos, leaving feedback, and conversing. Nearly half of the people in the study are covered by this average. This shows that they use the internet to communicate with their friends on social media networks while ignoring their primary focus on study and research-related tasks. Their typical use of the internet is between 30 and 60 minutes. However, considering that 13% of those surveyed said they use social media for more than two hours a day, it's possible that the real results may exceed this maximum time limit. When utilizing social media, their key functions include SMS, submitting links to videos, and comments.

The sample population of this survey frequently shares connections with other users, including Islamic and helpful. The main issues users deal with are unwanted messages, unwanted friend requests, controversial political links, immoral images and links, anti-religious and unnecessary religious messages, and useless information. Including though the chosen youth population believes that social media is having an effect on youth, they continue to use social networking sites throughout the country, including in rural areas that have access to the internet. It has intentionally affected physical activity and sports, as social media has taken their place.

Negative communication, images, voice messages, and video linkages are gradually but surely eroding social bonds between states and weakening diplomatic relations by affecting society and social groupings on smaller scales. Recent social media use in several Asian, African, and Latin American countries, including Egypt, Libya, Tunisia, Lebanon, and many more, has put strain on the countries' internal and external connections. Deeper gaps have emerged in society, social and political categories, ethnic and racial entities, and cultural groups as a result of the campaign on social media.

In Pakistan, the use of social media has increased day by day. While all people of any age use social media, young people are the biggest users of these platforms all over the world, especially in Pakistan. The traditional rulers and tribes that were previously thought to be the main drivers of Pakistani society's socio-political development have given way to the emerging trend of social networking and online conferences via social media. In the era of social media and the shift from personal to collaborative group efforts and advancement, the cultural standards of society have declined. Most of the research's sampled population concurs with this argument.

The idea that the positive application of social networking sites may promote political and social awareness, improve different skills such as language proficiency and online communication, and increase imaginative power and connectivity is agreed upon by nearly all of the respondents to the survey. Additionally, it is helpful for employment websites, marketing, publishing studies, and other techniques, etc.

Many theories might not be perfect to support my thesis, but I believe that the most near-optimal theories are the appropriate ones and in line with the nature of my study, namely the uses and gratification theory and media affect research and theory. These hypotheses can be correlated with my dissertation because when a user uses media, their primary goal is to obtain ever-greater satisfaction and satisfaction; however, after using it, it is evident how its users are influenced. Based on these conceptual frameworks, users of social networks log on to their preferred social media platforms to satisfy their interests and satisfaction and fulfillment. Users use social media sites to find greater happiness and pleasure, which can have positive as well as negative effects on them. In this way, social media sites have a dual impact on their users.

Users are reasonable and log in to the right places for their satisfaction; therefore, they are distinct and have access to a variety of popular social media platforms, such as Facebook, Twitter, YouTube, Instagram, TikTok, WhatsApp, and MySpace. They can decide which platform they prefer to use at any given time. The dissertation I wrote investigated how youth utilize the internet and what effects it has on them. Through the help of the concepts of uses and pleasure research media effect investigation and theory, the respondent was able to fulfill his/her study goals. As a result, I am now qualified to provide conceptual frameworks for my dissertation.

5 RECOMMENDATIONS

Recently, social media has grown enormously in popularity. It's a fantastic way for youth to learn new topics and stay informed. But young people must keep crucial for young people to keep in mind because they're using social media. They should be aware that the people they share with are not only their closest companions and the community but also themselves. Social media users should exercise caution when using it, consider the implications of their posts, and make sure their writing is appropriate in terms of politics, religion, and ethics.

The users need to remember their religious principles, societal norms, and principles while using social media. Avoid discussing anything that stimulates hate amongst various ethnic, religious, cultural, or social groups. On social media platforms, relevant details need to be highlighted. For the students and the researchers to use the educational laboratories in the right way, they need to offer an organized platform. Students should be given a specific period throughout university hours to access social media for using websites, or watchdog software on the server should be used to track down students who use these sites. Alternatively, these sites might be permanently disabled. The educational institution should provide extracurricular activities and an environment for awareness of responsible utilization of social media networking sites. In recent years, there has been an important increase in the utilization of social media to shape perceptions of socio-political images. It is most important for people to know that they have a right to obtain knowledge from their own respective states and societies. They need to stay away from hate speech and harassment on social media platforms. A healthy body develops with a healthy mind. Teenagers ought to stay away from using social media constantly. People ought to maintain balanced lives and provide enough time for other pursuits in their normal routines.

5.1 On Too Young: Mixed Messages from Parents and The Law

Many parents are aware that the youngest age required to use many social networking sites is 13, but they might not understand why. Two main reasons exist. First, websites cannot collect personal information on children without permission until they reach the age of 13, according to the Kids Internet Privacy Protection Act (COPPA), which was created by Congress. Second, by COPPA rules, many well-known websites' official terms of service now specify that users must be 13 years old to register or create a profile. This is the minimum age needed to register on websites like Instagram and Facebook. Many websites dedicated to preadolescents and younger kids lack age limits, such as Club Penguin, Disney sites, and others. To make sure that a website is suitable for your age for their child, parents must evaluate the websites their child is interested in using. In cases where limitations on age do not apply, parents should actively discuss the matter with their young people and teenagers to evaluate the situation.

5.2 The Role of Pediatricians

By promoting families to address the basic problems of bullying, popularity and status, depression and social anxiety, taking chances, and sexual development, children's doctors can inform families about the complexities of the digital world as well as the difficult social and health issues that online young people face (Bhogawar, et al., 2023). Parents can be most beneficial if they know the primary worries as well as ways of dealing with them whether they happen on or offline or, more and more, both. Children's physicians may help families that what occurs online is an extension of these underlying issues. Among the many ways that pediatric specialists can support parents are the following: Encourage parents to have a conversation with their kids and teenagers about the challenges surrounding today's online culture and how they use the internet. Talk to families about the requirement for a family internet usage plan that includes regular gatherings for the family to talk about internet topics and settings for privacy and profile checks for suitable material. The American Academy of Paediatrics (AAP) also suggests all pediatricians get more knowledgeable regarding digital technology. This will allow them to have a broader view of the tools that patients and their loved ones are using and will help them identify media-related problems if the event occurs.

6 CONCLUSION

All three hypotheses that were tested in this study proved to be true. The H_1 states that users with a purpose for using social media engage in positive activities and presumably spend a significant amount of time on these activities. The H_2 states that the users who do not engage in recreational activities are relatively more inclined to engage in learning activities on social media. The hypothesis H_2 states that typically, users with a specific purpose for using social media do engage in positive activities and presumably spend a significant amount of time in positive activities. The ANOVA results suggest significant differences in time spent on social media for various purposes. Based on the ANOVA results, there is statistical evidence to support the hypothesis that users with a purpose for using social media do spend time in positive activities. Each of the activities listed shows significant differences in time spent, implying that these activities are meaningful and substantial for the users. In summary, the ANOVA results support the hypothesis that purposeful social media users engage in positive activities, as evidenced by the significant time they spend on such activities. The H_3 states that it is likely that young people are using social media effectively. The correlations shown in Table 6 manifest that besides recreation 61% of youth use social media with a purpose and generally the purpose is recreation, learning, digital content sharing, and other similar aspects.

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