

## Study of social media used by college youth

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**Abstract:** Social media is a collective tool for communication. Some of the common and most widely used social media platform includes WhatsApp, Facebook, Twitter, Instagram, Youtube, blog, etc. The use of social media has both negative and positive impacts on our youth. In this paper our aim to study most frequently used social media especially to the youth of this generation. So, we are interested to study which social media used most frequently by college youth using some statistical measures based on sample survey through categorical data like area, type of phone gender etc.

**Key Words:** Social media, WhatsApp, Facebook, Twitter.

### 1. INTRODUCTION:

Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly. When using these sites such as Twitter, Facebook, WhatsApp, etc. there are both positive and negative effects on the youth. As the youth tend to spend many hours on these sites, they rarely have face-to-face interaction. Other negative effects of social networking various peoples suggested included encouraging poor spelling and grammar.

### 2. LITERATURE REVIEW:

Most of the researchers have been working on the impact of social media or networking on college youth. In recent years an increasing number of studies have investigated the ways in which the Internet and social media facilitate acts of violence against children and adolescents (1). In addition, social media has also been used as a vehicle for inflicting self-harm—most notably, cyber-suicide (2). Today's youth are avid users of social networking sites—e.g., Twitter. Approximately 90% of adolescents use the Internet regularly while 70% have a user profile on at least one social networking site (3). Research suggests that adolescents use the online environment to explore matters important to them in their off-line lives (3).

#### 2.1. Problems of the study:

The study was design to analyze which social media is used most frequently by youth. Social media is influencing on youth in different aspect like social awareness, educational learning and others.

#### 2.2. Hypothesis of the study:

- The social media used by youth for his academic and social awareness.
- The social media used is dependent on gender.
- Youth is utilizing social media in positive way.
- There is relationship between use of social media and demographical variable.

#### 2.3. Objectives:

- To study the relationship between use of social media and demographical variable.
- To study the effect of use of social media on students' performance.
- To study the purposes of using social media.

### 3. METHODOLOGY:

For collection of primary data, we use questionnaire method and the questionnaire includes 11 questions regarding with some demographical variables and use of social media. We collect information of 300 students from following listed colleges by using questionnaires method. We take 100 samples from each college. The questionnaire is attached on last page of project.

- Gopal Krishna Gokhale College
- Rajarshi Chhatrapati Shahu College
- Dattajirao Kadam Arts, Science and Commerce College.