The effects of social media on the attitude of youth: A case study of university students of Lahore

Irfan Ahmad khan, Zaman Majeed, Kamran Shuja

1- M. Phil Scholar, Department of Mass Communication Superior University

   Lahore, ifikhan51738@gmail.com

2- M. Phil Scholar, Department Of Mass communication Superior University

   Lahore, *malikzaman682@gamil.com*

3- Lecturer, Department of Mass Communication, Lahore Leads University, Lahore,

   Shujakamran@gmail.com

Abstract.

Both technological and societal factors are contributing to the growth of social media. The site gives a secure environment for bringing up current hot themes. The Youngsters in today's society routinely use the internet in their free time, which compromises their social morals. So, the primary objective goal of this study is to look into how young people's opinions toward social media. The study used a descriptive research design. 300 participants in total were selected from various study levels. The information was analyzed using straightforward frequencies and percentages. It integrates numerical data in a variety of ways. Analysis of the findings and suggestions is done last. One of the main causes of the moral decline in Lahore is the social media phenomenon, which is very common among young people in the city.

Keywords. Social media, effects, usage, attitude, Lahore city, questionnaire,

Introduction

The most modern form of media, social media has various capacities and traits (Ngonso, B. F. 2019). It offers a variety of features on equal channels, including messaging, photo and audio sharing, ride-sharing, rapid publishing, links to overseas sites, and direct joining (Bryma Ali A, 2017). In addition to being the least expensive fast entry to the arena, a large number of individuals take advantage of it (Kamona, m. 2019). Its use is expanding daily and is quite expensive everywhere in the world (Ngonso, B. F. 2019). The majority of young people are swiftly switching from using electronic media like TV and radio to using social media (Wallace, W. A. 2013). Social media use among teenagers could be high, and this has a lot of negative impacts on kids (Bryma Ali A, 2017). Although it is well acknowledged that social media has an impact on how people live their lives, there are still many unanswered concerns about how these influences affect society as a whole, especially concerning adolescents (Sedan, r., & dülek, 2019). This study also examined how social media affects youths' trends, lifestyle, political and educational awareness, physical activity, social life, and academic performance (Chukwuebuka, 2013). In his study, Andres Kaplan (2010) claimed that web-based programmers make up the majority of the social media bring together the ideological and technology observed marriages, technologies that allow for the production of user-generated content as well as its sharing. (Andres Kaplan 2010). Children could be very important for the future of any state and the development and improvement of the United States, according to Merriam-Webster Encyclopedia Britannica. Teenagers are defined as the stage of life when a person is young and Teenagers are the age at which a child has not yet reached adulthood (Merriam Encyclopedia, 2001). Social media is now essential for young people working in the field of education to

analyze emerging educational trends, develop writing and communication skills, connect with distant cultures, gather and share religious and political data, raise living standards, and monitor the evolution of society. (Rey, J. 2013). Demographics, real-time online elections and laws, education, family, friends, and communities, health, news, and events, web assessment, online activities, and searches, public policy, technology, media, and media use are just a few of the aspects of life that the Internet and American Life Project examines (Turow, 2011). Another recent development is the promotion of social media platforms like Facebook, Skype, Twitter, YouTube, and Myspace as effective levelers for capturing distinctions between racial groups, socioeconomic strata, and ethnicities (Chukwuere, P. C. 2017). On the other side, social media was characterized as a method for interacting with others in online communities and networks through the creation, sharing, and exchange of information (Shrestha fortunate, 2013). Social media, according to American psychologist Alison Doyle, refers to a variety of online communication tools that facilitate communication. On social media platforms, information, text, music, video, photographs, podcasts, and other forms of multimedia communication are shared (Alison Doyle 2019). While Bradley, A. J. (2011) argues that social media is inevitable for the vast majority of businesses worldwide, he also maintains that this predictability isn't a guarantee of success and that many businesses struggle with their social media efforts because they don't adhere to the six fundamental principles that distinguish social media and give it its distinct value. The use of social media is one of these six core principles (Bradley, A. J 2011). A social media community website describes social media as a digital environment where users may engage with one another to discuss news, entertainment, and information while staying informed of their preferences (Eric, E. (2008).

Literature review

Social media is the combination of virtual media such as mixtures of digital texts, graphics, shifting photos, and sound right into dependent automatic surroundings that allow humans to interact with the statistics for suitable motivation (Siddiqui, S., & Singh, T. 2016). The virtual surroundings can encompass the internet, telecoms, and communal virtual television. The net is turning into a part of a trendy enterprise for communication, income, and services (Turow, 2011). It is converting enterprise practices. Its technical obstacles affect the quantity of cloth and velocity of getting entry to cloth (Chukwuere, P. C. 2017). The net usually relies upon tele call smartphone line connections, so the higher those are throughout a territory, the greater dependable the connection (Andres Kaplan 2010). The inherent obstacles of progress big quantities of virtual statistics down tele call smartphone strains have ostentatious the kind and first-class of media that may be utilized successfully, in addition to the character of the interplay permeation via way of means of the net (Merriam Encyclopedia, 2001). There are approaches to boom the overall performance via way of means of enhancing the technical obstacles which rely upon having a without difficulty to be had architecture that could distribute greater statistics quicker and reliably referred to as Broadband (Tranos, E., & Nijkamp, P. 2015).

There survives a connection between social media and their effect on the teens' replace in action (Rettie, 2002). On the report, a transfer can attain cult and goal organizations in actual time, and they could result in adjustments and likelihood (Shrestha fortunate, 2013). instant, younger age groups develop up having great touch with extraordinary styles of social media (Turow, 2011). They easily obtain virtual information and live in a virtual global in which elders are only foreigners (Sedan, r., & dülek, b. 2019). Tapscott (1998) explains developing up in a virtual theory referring to the teens as the Net age group the kids are associate in a mongrel digital space, studying revolutionary methods, growing a branded language, and rehearsing international

wroth (Tapscott, 1998). The important traits of the N-Gen lifestyle are self-rule, spirituality, and

highbrow openness. introduction unfastened voicing and robust views, revolutionary, obsession

with maturity, satisfaction via way of means of. the dissertation, closeness, and perceptiveness to

industrial regard certify, and belief (Dan, S. 2013). Examine effects endorse that gaps among dad

and mom and youngsters occur in extraordinary methods Internet boldness, advertency of

chance, acceptance of home rules in place, and what. dad and mockup as true with their

youngsters are doing as opposed to what they are surely doing (Khan, S.2012). Concern

approximately the protection, fitness, and balanced use of social media may be categorized into

three important organizations' issue approach explanation to undesirable fabric, online

deception, and the exercise of risky online movements (Kulandairaj, A. J. 2014). What

restrictions impose on younger people online? Who do young people establish connections with?

How critical time do younger human beings spend money on online constrain? What online

movements do younger human beings exhibit? What's the effect of the web trade inside the

existence and on teens' improvement? Thus, this observation is grounded in a theoretical method

that thinks about younger human beings being active retailers who can operate, adjust,

manufacture, and flow into thoughts and merchandise. communique technologies (Khedo, K. K.

M. 2013). According to Tapscott (1998), the. virtual information held via way of means of teens

has given electricity to youngsters of their family members with mature as 10 nicely as freedom

with inside the global. the kids are government at the net. (Rettie, 2002). The homogenization of

families has been a high-tech avant-garde trend, especially in international areas that have

colonized ICT (information and communication technologies (Klapper, J. T. 1960). The

domestic media utilized by teens may be visible across extraordinary uniqueness as opposed to

socially laminated lifestyle, and nationally as opposed to international uniqueness and network

(Fields, M. (2013). The concertation approximately the lonely creation of latest media use is various via way of means of issues approximately misplaced network heritage and wroth (Eric, E. 2008). More particularly when it comes to us ceasing the processing or excessive conditions of online involvement or net use have been related to online chance. But, the easy use of the net cannot predict. Chance (Wallace, W. A. 2013). From the improvement viewpoint, it can McCann schemes to use the net via way of means of teens that a couple of touchy processes are disturbing on consequent coffers and my youngster capability to interact inconsiderate considerate choice timber (Turgeon, K. J. (2011). At an early age, youngsters are not frightened of danger, and they endure grownup oversee, during nonage, a child's functionality to make existence picks (Goes, D. (2011). In Hidden is regularly taken into consideration as prone to parlors, behaviors just like the intake of drugs or alcohol still, a number of the web movements overall performance via way of means of youngsters in addition to kids categorized as dreadful movements have to be higher categorized as online tiring movements considering that those online, movements are commonly exercising via way of means of teens second and with inside the maximum instance's those movements are 11 now no longer related to bad results (Ahn, J. (2012). A great many of those movements are endorsed or subscribed to via way of means of the usual construction traits of the digital space and on occasion (Balousha, H. 2013). The incarnation of sure movements is important for you to percentage with others in cyberspace and experience the entire advantages of online operations (i.e., put up prints in social networks, speak, have interaction or make institutions or organizations with nonnatives in videotape games (Chmielewski et al.,2009). Thus, social media has an impact on how pornography is consumed. For instance, the Internet has changed how challenging material is exposed (Brenner, J. 2013). People have lesser opportunities to pierce pornography via their very own movement or by accident. Research has

found that fifty-seven percent of 19 instances old have into touch with online pornography (Berkman, S. 2007). Their hassles with pornography happen in extraordinary methods, the maximum, not unusual place become in a pop-up announcement, open porn factor by accident (Carlson, N. (2010). when searching un-commodities in another way or junk componence. so 22 percent of nine-19 time old, are diurnal and daily. druggies have by accident ended up on a factor with violent or terrible film nine percent on a. factor is a collection of human beings. (Fotis, J., et al., 2011). Also, a. Check of chance, effect, and forestallment plant that the use of the net intensely, taking chance online. going to speak apartments, and the use of the laptop in different human beings' houses are the maximum prophetic movements related to publicity to the sexual fabric on the net (Khedo, K. K. M. 2013).

Statement of the problem

They examine changes made to research the effects of social media on young people's behavior, including how social media is affecting kids in various spheres of social life such as political consciousness, spiritual practices, academic mastery, trend adoption, sports, and so on.

Significance of the study

This research is necessary to teach young people how to use social media appropriately and in a way that will alter their perceptions of public life, especially for teenagers. It also promotes openness to the ways that social media is altering social life patterns and undermining established norms, standards, and criteria.

Hypothesis of the study

1. It may be argued that social media is significantly increasing adolescent awareness.

2. Social media is without a doubt a speedy source of knowledge and entertainment for teens' interests.

3. Social media is a great tool for kids to use for education.

4. It is probable to state that youth use social media.

Objectives of the study

1. This research has an impact on youngsters by using social media and their social lifestyles.

2. To continue encouraging the youngsters to use social media.

3. To determine whether social media for the youngster is advantageous and in the desired form.

4. To determine how young people feel about social media and how much time they spend there.

5. To examine young people's reliance on social media and its demanding daily routine.

6. To provide a few steps for proper social media usage that would inform and educate people.

Theoretical Framework

This examines the "learning by doing" and "gratification" theories, which contend that people consciously choose media based entirely on their wants. In various ways, human individuals' preferences for media are greatly influenced by their desires and the pleasures or pride they derive from using those mediums (Blumler, J. G. 1979). Based exclusively on the social and cognitive capabilities of mass media, five major categories of desires had been established. They include cognitive, emotive, personal integrative, social integrative, and diversion and escape desires (Ruggiero, T. E. 2000). This has requested that the Gratifications idea be used as a theoretical foundation for the reasons listed below: It has previously been used successfully to examine the underlying causes of media use to address specific demands and

effectively to comprehend the buyer's motivation and behaviors when using conventional media, such as television and radio (Swanson, d. l. 1977). This hypothesis is currently being used by researchers to examine the frequency of usage, drivers, and rewards of the exponential growth of new media, particularly social networking sites (SNS) (Merriam, 2015). Several studies have used the Gratifications theory to examine how people utilize social media. Whiting and Williams, for instance, listed ten purposes and pleasures associated with a person's usage of social media, including amusement, dialogue, expression of criticism, observation of others, record-sharing, rest, social connection, information seeking, hobby, and convenience (Whiting, A., & Williams, D. 2013). Karimi et al. used the concept to compare why college students from Iran, Malaysia, the UK, and South Africa wanted to use SNS for their higher education (Merriam, 2015). Other research has shown that maintaining touch with friends, learning about other people, networking, finding information on academic routes, and meeting individuals who share interests are among the reasons people join SNS (Ruggiero, T. E. (2000).

Methodology of the study

This research work employs a descriptive methodology for its investigation. Additionally, a questionnaire was developed to gauge public opinion and perceptions on the effects of social media on children, and arguments were made in respect to numerous facets of young people's lives and society. Research in the form of surveys was also completed.

Design of the Study

The survey approach, a sort of method used in social science investigations, was used to conduct the descriptive research.

Populations

The youth of Lahore make up the population under consideration.

Sample

A pattern of 300 hundred youngsters was chosen from the aforementioned population of youths in Lahore; no random sampling method was utilized in the selection of the pattern from all of the youth population in Lahore, including both girls and boys.

Data analysis

Quantitative data analysis tools will be used for the analysis of the data. Descriptive statistical analysis will be applied for obtaining the results. In which the questionnaire results will be put in the statistical software, i.e. SPSS. This software will help in gaining the desired results for the study.

DATA ANALYSIS AND INTERPRETATIONS

After data collection, descriptive statistics are computed using SPSS, Statistical Package for the Social Sciences. SPSS version 22 was used to analyze and interpret the data that was gathered.

Table 1

Demographic Information

	Demographical Variables	Frequency	Percent
Gender	Male	175	58.3

	Female	125	41.7
Age	18-24	109	36.3
	25-29	140	46.7
	30-35	51	17
Education	Intermediate	127	42.3
	Graduation	121	40.3
	Master	52	17.3
	Total	300	100

Demographical Information

The results in Table 1 showed that 175 (58.03%) respondents were male, while 125 (41.07%) were

female. Results indicated that more than one-half of the respondents 109 (> 36.3%) fall ages between 18

and 24 years, while 140 (46.7%) respondents fall between the ages of 25-and 29, and while7%) fall in the

ages of 30-35.

Moreover, results show respondents' education intermediate students 127 (42,3%) and

responrespondentse education Graduation students; 121 (40.3%) while 52 (17.3%)respondents of

education students of master.

Table 2

impacts of Gender on Social Media Use

Group Statistics					
	gender of respondent	N	Mean	Std. Deviation	Std. Error Mean
Social media	male	175	44.2571	14.29441	1.08056
	female	125	43.5360	12.29906	1.10006

		Levene's Test for Equality of Variances		t-test for Equality of Means					
Independent Samples Test									
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	
social media	Equal variances assumed	7.217	.008	.456	298	.649	.72114	1.58096	
	Equal variances not assumed			.468	287.791	.640	.72114	1.54199	

To compare the views of male and female respondents on the effects of social media on young people's attitudes, an independent t-test was performed. According to the table, there was a considerable disparity between male ($M = 44.2571$, $SD = 14.29441$) and female ($M = 43.5360$, $SD = 12.29906$) regarding impact of social media on the attitude of youth use $p = .649$ t (298) = .456 It is clear now that male and female respondents have a mean difference in opinions regarding the impacts of social media on the attitude of youth:

Table 3

impacts of age on social media use					95% Confidence Interval for Mean	
Social media	N	Mean	Std. Deviation	Std. Error	Upper Bound	Minimum
18to24	109	42.5596	14.27341	1.36714	45.2696	22.00
25to29	140	43.0857	13.18299	1.11417	45.2886	23.00
30to35	51	49.3333	11.30958	1.58366	52.5142	25.00
Total	300	43.9567	13.48211	.77839	45.4885	22.00

Multiple Comparisons

Dependent Variable: social media

Tukey HSD

(I) age of respondent	(J) age of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18to24	25to29	-.52608	1.69923	.949	-4.5287	3.4765
	30to35	-6.77370*	2.25679	.008	-12.0896	-1.4578
25to29	18to24	.52608	1.69923	.949	-3.4765	4.5287
	30to35	-6.24762*	2.17569	.012	-11.3725	-1.1227
30to35	18to24	6.77370*	2.25679	.008	1.4578	12.0896
	25to29	6.24762*	2.17569	.012	1.1227	11.3725

*. The mean difference is significant at the 0.05 level.

ANOVA

Social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1793.270	2	896.635	5.067	.007
Within Groups	52555.167	297	176.953		
Total	54348.437	299			

The one-way analysis of variance was conducted to test the influence of age on social media use. There

were three groups based on their age (Group 1= 18 to 24, Group 2 = 25 to 29, Group 3 = 30-35). The

analysis shows significant difference in social media use due to age group (F= (2, 297) = 5.067, p = .007.

The Tukey HSD test revealed that the respondents having 25_29 ages more social media as compared to

respondents having 18_24 ages (Mean Difference (I-J) = .52608*, SO=1.69923) and 30_35 ages (Mean

Difference (I-J) = -6.24762*, SO=2.17569). The impact size calculated eta revealed the nominal level of

effect = .003.

Table 4

impacts of social media on education						
Social media						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum
					Lower Bound	Upper Bound	
intermediate	127	41.1024	12.75149	1.13151	38.8631	43.3416	22.00
graduation	121	45.8926	14.34271	1.30388	43.3110	48.4742	23.00
master	52	46.4231	12.02179	1.66712	43.0762	49.7700	23.00
Total	300	43.9567	13.48211	.77839	42.4248	45.4885	22.00

ANOVA

Social media					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1804.472	2	902.236	5.100	.007
Within Groups	52543.965	297	176.916		
Total	54348.437	299			

Multiple Comparisons

Dependent Variable: social media

Tukey HSD

(I) education of respondent	(J) education of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound
intermediate	graduation	-4.79020*	1.68972	.014	-8.7704
	master	-5.32071*	2.18981	.041	-10.4789
graduation	intermediate	4.79020*	1.68972	.014	.8100
	master	-.53051	2.20552	.969	-5.7257
master	intermediate	5.32071*	2.18981	.041	.1626
	graduation	.53051	2.20552	.969	-4.6647

*. The mean difference is significant at the 0.05 level.

A one-way analysis of variance was conducted to test the influence of education on social media use. There were three groups based on their education (Group 1= intermediate, Group 2 = graduation, Group 3 = master). The analysis shows significant difference in social media use due to age group (F= (2, 297) = 5.100, p = .007. The Tukey HSD test revealed that the respondents having graduation degrees consumed more social media as compared to respondents having intermediate (Mean Difference (I-J) = 479020*, SO=1.68972) and master's degree (Mean Difference (I-J) = .53051*, SO=18981). The impact size calculated eta revealed the nominal level of effect = .003.

Summary

Social media suggested devices, areas, and carriers that permit Human beings to accumulate for social interplay. It permits Individuals to collect and explicit themselves in far Less complicated and instant trends. The studies discovered friends and families. Provide trainer and college students treasured Get admission to academic support and substances that Enables social and political exchange and disseminate Beneficial statistics unexpectedly. In the company of the

recurrent mobile phones, recognition of Text messaging chances is that we had been with

Someone who changed into there but not pretty there. It's far unusual to see human beings stick

to their era even in a communal situation.

Conclusion

In the light of the above precis, it changed into glaring that social media performed a chief

position on the moral dissipation of the respondents. The youths on the whole used social media

for communication with their strangers, buddies, and households. The reality of that social media

is a piece of related social media, in particular, having been born in this period of an emerging

era, maximum felt that they could not do without it hence the imminent dangers in their ethical

dissipation stands extreme matter.

Recommendation from study

1-The Social media must be used for tremendous motivation.

2- The use of social media in an explanatory manner decorates the abilities and talents.

3- To reduce its bad results authorities have to take a few harsh movements. Authorities must

disallow unethical Websites.

4- A robust recommendation for the government is to make a policy or network that tests which

unethical Web sites are used by users.

5. The government must establish regulations to monitor media investigations that undermine

society.

6- A strong piece of advice for social media users is to keep in mind the reason they are using social media and to use educational websites.

7- Youths must utilize their time effectively rather than squandering it on unproductive websites like WhatsApp, Twitter, Facebook, and YouTube..

8- To cozy the destiny of kids, instructors and mothers and fathers ought to take a look at what they are doing on social media.

Suggestions for further research

[1] The Destiny research can be used to develop regulations and protection for teenagers and young children using social media.

[2] The observation can be completed by improving social media laws using children and judgment.

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