

A Study on Impact of Social Media on Youth and Professional Life

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Abstract

This study investigates the impact of social media on youth and their professional life using data collected from 120 respondents. The research focuses on understanding usage patterns, academic performance, mental health, and professional development influenced by social media platforms. The findings reveal that a majority of youth actively engage with social media on a daily basis, primarily for communication, entertainment, and information sharing. The study highlights that while social media provides educational resources and collaborative learning opportunities, excessive usage can negatively affect academic performance by causing distractions and reducing study time. In terms of mental health, moderate use is found to enhance connectivity and self-expression, whereas overuse is associated with increased stress, anxiety, and reduced self-esteem.

Keywords: Social Media, Youth, Professional Life, Mental Health, Social Networking, Digital Communication, Productivity, Social Media Addiction, Psychological Well-being

Introduction

Social media has become an integral part of modern life, especially among youth, influencing their daily activities, communication patterns, and professional development. With the rapid advancement of digital technology, platforms such as Facebook, Instagram, and LinkedIn are widely used for various purposes including entertainment, education, and networking. This study aims to analyse the impact of social media on youth and their professional life based on 120 responses collected through a structured survey. It focuses on understanding the usage patterns of social media, its effects on academic performance, and its influence on mental health. Additionally, the study explores how social media contributes to professional growth and networking opportunities. While social media offers several

advantages such as easy access to information and career development, it also presents challenges like distraction, stress, and privacy concerns. Therefore, this research seeks to provide a comprehensive understanding of both the positive and negative effects of social media usage among youth, highlighting the importance of balanced and responsible use.

Review of Literature

Boyd and Ellison (2007) defined social media as web-based platforms that allow users to create profiles, connect with others, and share content. Their study is foundational in understanding social networking sites and their structure. They emphasized how social media facilitates interaction and community building. This work is important for analyzing usage patterns among youth. It also highlights how online identity plays a role in communication.

Kaplan and Haenlein (2010) classified social media into different categories such as blogs, social networking sites, and content communities. They explained how these platforms influence communication and marketing. Their study shows that social media is not just for social interaction but also for business and professional use. It provides a base for understanding professional networking through social media.

Karpinski and Duberstein (2009) found that students who spend more time on social media tend to have lower academic performance. The authors argued that excessive usage leads to distraction and reduced study time. Their research highlights the negative academic impact of social media. It emphasizes the need for balanced usage among students.

Junco (2012) examined the relationship between social media usage and student engagement. He found that social media can enhance learning if used for academic purposes. However, excessive non-academic use negatively affects performance. The study suggests that the impact depends on how students use social media.

Objectives of the Study

- ✓ To examine the usage pattern of social media among youth.
- ✓ To study the impact of social media on academic performance.
- ✓ To analyse the influence of social media on mental health.
- ✓ To evaluate the role of social media in professional growth and networking.
- ✓ To identify both positive and negative effects of social media usage.

Statement of the Problem

Therefore, this study aims to analyze the impact of social media on youth and professional life by collecting data from 120 respondents and evaluating their experiences, behaviors, and perceptions regarding social media usage. Youth are among the most active users of social media, often spending considerable time online for entertainment, communication, and educational purposes. However, the extent to which social media influences their academic performance, mental well-being, and professional development remains a subject of concern.

Research Design

This study adopts a descriptive research design to analyze public review towards impact of social media on youth and professional life. Primary data were collected through a structured questionnaire of 25 questions distributed online via Google Forms from 120 respondents. Secondary data were sourced from books, journals, and relevant websites. Convenience sampling was adopted and data were analyzed using percentage analysis presented through frequency tables.

Data Analysis and Interpretation

The collected data is analysed and tabulated below to explore the study's objectives. Demographical profile includes gender, age, education qualification, occupation, Area, Platform.

Table 1: Percentage distribution showing Demographical profile of respondents

Demographical profile	Categories	Frequency
Gender	Male	72
	Female	48
Age	18 years – 25 years	83
	26 years – 35 years	16
	36 years – 45 years	11
	Above 46 years	10
Education	Undergraduate	63
	Postgraduate	29
	Professional course	19
	Others	9
Occupation	Student	58
	Private employee	27
	Government employee	11
	Business	12
	Freelancer	12
Area	Urban	69

	Semi-Urban	25
	Rural	26
Platform	Instagram	49
	Facebook	19
	YouTube	40
	Whatsapp	37
	All of the above	33

Source: Primary Data

The table above details the "Gender of the Respondent" data shown in the pie chart, which is based on a total of 120 responses. Male respondents account for the majority with 60% (72 individuals). Female respondents make up 40% (48 individuals). The largest segment by far is the 18-25 age group, accounting for 69.2% of the total 120 responses. Minority Representation: All other age groups (26-35, 36-45, and 46-above) collectively make up the remaining 30.8% of respondents, Majority are Undergraduates: Over half of the respondents (52.5%) have an undergraduate qualification. Significant Postgraduate Representation: A substantial portion, nearly a quarter (24.2%), hold a postgraduate qualification. Fewer Professional and Other Qualifications: A smaller percentage of respondents have professional courses (15.8%) or other types of qualifications (7.5%). Students represent the majority with 48.3% of respondents. Private Employees are the second largest group at 22.5%. Government Employees make up 9.2% of the total. Both Business owners and Freelancers each account for 10% of the respondents. Urban: 57.5% of respondents. Rural: 21.7% of respondents. Semi-Urban: 20.8% of respondents. Instagram: Used by 49 respondents, accounting for the largest share at 40.8%. YouTube: Used by 40 respondents (33.3%). Whatsapp: Used by 37 respondents (30.8%). All of the above: 33 respondents (27.5%) use all the listed platforms frequently. Facebook: Used by 19 respondents, making it the least frequently used platform among the specific options at 15.8%.

Table 2: Public Spend Daily on Social Media

Time spend Daily on Social Media	Percentage of Responses	Number of responses
Less than 1 hour	20%	24
1 – 3 hours	38.3%	46
3 – 5 hours	17.5%	21
More than 5 hours	24.2%	29
Total	100%	120

Source: Primary Data

The table above details the "How many hours do you spend daily on social media" data shown in the pie chart, which is based on a total of 120 responses. 1 - 3 hours: This is the largest single category, accounting for 38.3% of responses. More than 5 hours: A substantial portion of users, 24.2%, spend over 5 hours daily on social media. 20% Less than 1 hour: of respondents spend less than an hour on social media each day. 17.5% 3 - 5 hours: of users fall into this category.

Table 3: People Used Social Media Improves Communication Skills

Opinion	Percentage	Number of Responses
Strongly agree	27.5%	33
Agree	37.5%	45
Neutral	10%	12
Disagree	6.7%	8
Strongly disagree	18.3%	22
Total	100%	120

Source: Primary Data

The table above details the "Social media improves communication skills" data shown in the pie chart, which is based on a total of 120 responses. Agreement: A combined total of 55.8% of the 120 respondents either "Agree" (37.5%) or "Strongly agree" (18.3%) with the statement. This indicates a general consensus among more than half the participants. Disagreement: Conversely, 37.5% of respondents "Disagree" (10%) or "Strongly disagree" (27.5%) with the statement. Neutral Stance: A smaller portion, 6.7%, remained "Neutral".

Table 4: Social media helps in learning new skills

Opinion	Percentage
Agree	40%
Neutral	25.8%
Strongly agree	15.8%
Disagree	14.2%
Strongly disagree	4.2%
Total	100%

Source: Primary Data

The table above details the "Social media helps in learning new skills" data shown in the pie chart, which is based on a total of 120 responses. Overall Sentiment: A combined 55.8% of respondents either "Agree" (40%) or "Strongly Agree" (15.8%) that social media is helpful for learning new skills. Neutral Stance: A significant portion, 25.8%, remained "Neutral" on the topic. Disagreement: Only a minority of respondents disagreed, with 14.2% selecting "Disagree" and the remaining 4.2% selecting "Strongly disagree".

Table 5: Social Media Helps in Career Development

Opinion	Percentage
Strongly agree	26.7%
Agree	38.3%
Neutral	15%
Disagree	15%
Strongly disagree	5%

Source: Primary Data

The table above details the "Social media helps in career development" data shown in the pie chart, which is based on a total of 120 responses. Overall Sentiment: A combined 53.3% of respondents (38.3% Agree and 15% Strongly Agree) believe social media helps in career development. Neutral Stance: A significant portion, 26.7%, remained neutral on the subject. Disagreement: A minority of respondents, 20% combined (15% Disagree and 5% Strongly Disagree), do not believe social media is helpful for career development.

Table 6: Social Media Positively Influences Personal Growth

Response opinion	Percentage
Strongly agree	32.5%
Agree	40%
Neutral	12.5%
Disagree	11.7%
Strongly disagree	3.3%

Source: Primary Data

The table above details the "Social media positively influences personal growth" data shown in the pie chart, which is based on a total of 120 responses. Overall Disagreement: The largest

portion of respondents, 40%, disagree that social media positively influences personal growth. When combined with those who "Strongly disagree" (32.5%), a significant majority (72.5%) holds a negative view on this topic. Overall Agreement: Only 11.7% "Strongly agree" and 12.5% "Agree," totaling a minority of 24.2% who see a positive influence. Neutral Stance: A small percentage (11.7% - note the legend/chart color discrepancy, using the legend value for neutrality) remained neutral on the subject.

Table 7: Social Media Negatively Affects Mental Health

Response Category	Percentage
Strongly agree	15.8%
Agree	35.8%
Neutral	30.8%
Disagree	11.7%
Strongly disagree	5.8%

Source: Primary Data

The table above details the "Social media negatively affects mental health" data shown in the pie chart, which is based on a total of 120 responses. Agreeing responses: 35.8% agreed and 15.8% strongly agreed, totaling 51.6% of respondents. Disagreeing responses: 11.7% disagreed and 5.8% strongly disagreed, totaling 17.5% of respondents. Neutral responses: 30.8% remained neutral.

Table 8: Overall Impact of Social Media on Your Life

Impact Category	Percentage of Responses	Number of Responses
Positive	15.8%	19
Negative	19.2%	23
Both positive & negative	65.0%	78
Total	100%	120

Source: Primary Data

The table above details the "Overall impact of social media on your life" data shown in the pie chart, which is based on a total of 120 responses. A significant 65% of respondents selected "Both positive & negative" as their response. The second largest group (19.2%) reported a

"Negative" impact. Only a small minority (15.8%) felt the impact was purely "Positive". Social media can facilitate communication and self-expression, which are positive aspects.

Findings

This study examines the impact of social media on youth and their professional life using data collected from 120 respondents from the general public. Popular platforms such as Instagram, Facebook, and LinkedIn were considered to understand user behavior and influence.

The study reveals that a majority of youth actively engage with social media on a daily basis, primarily for communication, entertainment, and information sharing. A significant portion of respondents also use these platforms for educational purposes and professional networking, especially through LinkedIn, which supports job searching and career development.

In terms of academic impact, the findings indicate that excessive use of social media can lead to distractions, reduced concentration, and lower academic performance. However, when used in moderation, it can support learning by providing access to educational content and collaborative opportunities.

Regarding mental health, the study highlights both positive and negative effects. While social media helps in staying connected and expressing ideas, overuse may contribute to stress, anxiety, and reduced self-esteem among youth.

From a professional perspective, social media plays a crucial role in enhancing career opportunities, building personal brands, and expanding professional networks. Many respondents acknowledged that it helps in gaining industry knowledge and improving employability skills.

Overall, the study concludes that social media has a mixed impact on youth. Its benefits such as connectivity, knowledge sharing, and career growth—are significant, but they are balanced by challenges like addiction, distraction, and mental health concerns. The study emphasizes the importance of responsible and balanced usage to maximize positive outcomes while minimizing negative effects.

Conclusion

The study on the impact of social media on youth and professional life reveals that social media has become an integral part of modern living, influencing both personal and career-related aspects. Platforms such as Instagram, Facebook, and LinkedIn play a significant

role in shaping the behavior, communication patterns, and opportunities available to young individuals.

Based on the responses collected from 120 participants, it is evident that social media offers numerous advantages, including improved connectivity, access to information, skill development, and enhanced professional networking. In particular, platforms like LinkedIn contribute positively to career growth by providing job opportunities, industry exposure, and personal branding.

However, the study also highlights certain negative consequences associated with excessive and unregulated use. These include decreased academic performance, reduced productivity, and mental health concerns such as stress and anxiety. The addictive nature of social media can lead to time mismanagement and distraction, especially among youth.

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Stephen Andruess E is a dedicated and aspiring commerce professional from Chennai, currently pursuing his Master of Commerce (General) at Hindustan Institute of Technology and Science, Chennai. He completed his Bachelor of Commerce in Corporate Secretaryship from D.B. Jain College Chennai, where he built a strong academic foundation in commerce and business studies. He has achieved a commendable CGPA of 7.64, reflecting his consistent academic performance and commitment to learning. He has enhanced his skill set with certifications in Tally, Microsoft Excel, MS Word, and PowerPoint, equipping him with practical knowledge essential for today's business and financial environment. His technical proficiency complements his academic background, making him well-prepared for professional challenges. Demonstrating a keen interest in research, He has contributed to academic literature through his published research paper titled *"Impact of Social Media on Youth and Professional Life."* His study provides an in-depth analysis of how social media influences youth, highlighting both its positive aspects—such as networking, learning, and career growth—and its negative effects, including distractions, mental health concerns, and impact on productivity.



Dr. S. Hemalatha, Professor, Department of Commerce has been serving as an educationist for the past 24 years. She obtained her Ph.D Degree from University of Madras. Her Doctoral research is about determinants enhancing Online Share Trading. Her qualification is M.com, M.B.A., M.Phil (Com), M.Phil (Management), Ph.D. She cleared National Eligibility Test for Lectureship in Commerce in June 2006. She secured University second rank in M.Com. She has more than two decade of teaching experience in Commerce. She worked in various colleges, Universities and B School. Her Specialisations are Accounting, Finance, Banking, Law. She has participated, and presented almost 54 conferences (International, National and State level). She published more than 27 paper in several Journal (Scopus, Web of Science, peer reviewed, UGC Listed). She participated 62 workshop/FDP. She has undertaken Seed Money Project, Consultancy and Industry project. She was awarded as Preeminent Educator Award (2019) by IRSD Green Thinker Z Society, Best Teacher Award (2019) by ESN Journal and Research Excellence Award (2023) by ASET Journal of Management Studies. She was awarded as Course Topper in NPTEL Exam. She is an External examiner / Doctoral Committee member of various other Universities. She is a member in various professional bodies like Indian Accounting Association. She has good experience in organising various Seminars, Conferences, Inter collegiate competitions, Exhibitions, Awareness campaign, Educational field trip, Faculty development programmes. She has experienced as a coordinators for several clubs and committees.