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## **CHAPTER 2**

### **REVIEW OF LITERATURE**

The review of literature pertaining to the study entitled ‘**An Analytical Study on Social Networking Among the Youth**’ is discussed under the following headings:

- 2.1 Social Networking Sites and the Growth Potential of Youth
- 2.2 Use of Social Networking and Development of the Society
- 2.3 Social Networking Leads Misguided Society
- 2.4 Review of Related Studies

Social media is the social interaction among people who create, share or exchange information and ideas in virtual communities and networks. According to Zahoor et.al., (2019) social media is a collection of web based applications that build on the conceptual and technological foundations of web 2.0 and allow for creating and exchanging user generated content. Also, social media platforms rely on mobile and web based technology to offer highly dynamic platforms for individuals and communities to share collaborate on, discuss and edit user generated content.

Jain et.al., (2021) said a social networking site is an online community where users can create profiles and build personal networks that connect them to other users. The social networking phenomenon has quickly spread throughout the world. Many Internet users have developed social networking profiles (e.g., Facebook, Twitter, or Myspace). One of the most popular social networking sites, Facebook, has over 500 million active users, with an additional 200000 signing up daily. They affect communication between organizations, communities and individuals in significant and pervasive ways.

#### **2.1 Social Networking Sites and the Growth Potential of Youth**

Alchner et al., (2021) elaborated that social media was first used in 1994 in an online media outlet in Tokyo. The influence of the commercial Internet paved the social media platform. Since then, the number of active users has increased, and social media has helped keep their customers idle and used them for business and marketing in the first phase. From the medium, customers have to deal with their product related doubts, responses, queries, would quick solutions to product and goods related problems.

Fujimori et al., (2015) narrated as socialization was possible through communication, today, communication was possible through social networking. Daily activities were done using social networking differently. Social networking had proven that there was a world beyond the days when face to face communication was possible, with Facebook, Myspace and Cyworld attracting millions of users. Social networking sites were available according to the interests and needs of people. These web based service providers offer a wide range of services, such as connecting with strangers, creating self generated content, circulating content, texting, sharing opinions, commenting. A person could maintain a social networking site as a public or private profile, which follows them, they could find out who their friends were and what their comments were through the social networking site.

Dwivedi et al., (2021) explained the classification of social networking sites, which were categorized based on their purpose, including news, social measuring, blogs, video sharing applications, photo applications, professional social networking applications, niche communities, e-mail and mailing services, for comments, forecasting, product sales as well as services, review and recommendation sites.

Quran (2022) expressed that electronic communication has changed the way information is obtained. Television, newspapers, movies and the internet now combine all kinds of media, as well as friends, peers, family and related media. In other words, they have become part of the traditional media.

Doss (2020) felt that social networking sites allowed users to create public or private profiles on the websites simultaneously, and also other users could establish relationships, thus, social media strangers became friends on these websites. These websites featured communities, online forums and chat rooms where they could get together and discuss serious or relevant topics with the community.

### **Types of Social Networking**

Autilli (2021) stated that social networks and different varieties of applications was offered from mobile application stores such as Google play services for android phones and iPhone operating system application for phone usage. These stores comprised millions of mobile applications in different categories, as per the users' requirement. An equivalent purpose of different kinds of applications was available, which were downloaded with the support of the

ratings. According to Zahoor et al., (2019) social media has six types, which was a collaborative project consisting of social networking sites, content communities, blogs, micro blogs, virtual game world and virtual second world.

### **Most Popular Social Networking Sites**

According to Statista (2023), Facebook is the dominant market, with over 2.9 billion monthly active users and was the first social network to cross one billion registered accounts. With over one billion monthly active members, Meta Platforms owns four of the largest social media networks, Facebook (the leading platform), WhatsApp, Facebook Messenger and Instagram. Facebook reported having over 3.7 billion monthly active users in the last quarter of 2022.

### **Meta Company**

According to the Official Meta Website (2023), Facebook is owned through Meta. Meta is an American owned company that commenced in 2004. The organization was founded by Mark Zuckerberg, at the age of 19, who discovered communication and diagnosed the youth goal of communication to modify the world with superior communication. The business enterprise had a group of social networking programs with its members collectively on meta Inc. Facebook, Messenger, Instagram, WhatsApp, Oculus, Workplace, Portal and Novi are under meta company. They missioned to offer power to the community and connect with worldwide humans nearer and together. Meta Company revealed that 3 million people use their products and share ideas. According to their estimates, 100 plus million people share the message, 1 million plus people use it for story updating and 200 million have business potential. They offer people to rise and open space for voice, serving every ones business and economic growth, such as free advertisement, connection to the community, security and privacy was provided.

### **Facebook**

Selvi and Thomson (2016) presented that Facebook is an application provided by Meta Group, which can connect with family, friends and society who share interesting content. They offer a human relationship with diversity, meanwhile, locating new ones could be accessible from the Facebook applications. It would offer information on profiles, mutual friend lists, types of groups and easy reference to the prevailing market.

### **Messenger**

Helmond (2019) explained the word 'messenger' that expresses itself; the application's primary purpose was to carry or dispatch the message and it was part of the meta company and Facebook application. Messenger is another messaging application that provides more privacy on Facebook. The chat room allows exchanging messages, making video calls, making voice calls and making voice messages. In Messenger, a user could redirect to the Facebook profile section and could view the profile, if required. Here the user could chat with more critical people. Facebook came up with monetization in 2016-17. For this, Messenger instant games were introduced through Messenger. They found more developers for developing activity. In 2017, Facebook became more professionalized. They aimed at more businesses through Messenger. Apart from personal chat, they were targeted at a business deal and implementation. The publicity of Messenger also increased with the introduction of the customer chat plug in 2020, more businesses would be running through the messenger application that estimated to reach 20 million.

### **Instagram**

Chenyang (2021) discussed that Instagram is a social networking application centered on image and video content. Varieties of image filter unit offered users to make sixty second short videos with or without a mixture of music for uploading to get public interaction at a similar sort of photo viewing and image sharing. Users are more concerned with cultural activity, photography and videography to explore their skills via Instagram. It facilitates user relationships; additionally, they need more importance in business development. Users may create a blog or tiny product review via Instagram. The user required publicity to earn through their products, and they could also do paid promotions, advertisements, online entrepreneurship and online shopping.

Geer and Ferguson (2017) viewed that the photos, videos, or product and service related updates on Instagram attract clients and customers and deliver business related images and updates to the proper individuals. They also get top news and promotions. Constine (2018) said that after seeing the expansion of Instagram, the Facebook Company acquired them; these days, one billion people use it.

### **WhatsApp**

Barhoumi (2015) described that WhatsApp is the application created by Brian Anton and Jan Koum. This contribution was made successful by Yahoo employees in 2009.

WhatsApp stands for new. Image, audio, video and written messages can be transferred with the help of 2 .0 Internet using WhatsApp. It was at the forefront of messaging applications with over 400 million users, and it would allow social interaction more possible.

Kartal (2019) stated that WhatsApp is an online application accessed by the majority through mobile phones, that provides privacy to the users, in which one user could connect with another user with the help of their mobile number. It is free software that has end to end encryption. WhatsApp offers video calling, instant messaging, voice calling and status updating. Here, users use stickers and emojis to communicate with each other. Kartal claims WhatsApp to be an educational tool that aids to share messages in different languages across the globe that also helps in vocabulary enhancement. The application comes with an inbuilt language selecting facility. Moreover, it is used in creating teaching groups, classrooms and groups based on various topics. WhatsApp made communication advanced than SMS communication.

### **YouTube**

Burgess and Green (2015) explained that YouTube is a joint venture between Chad Hurley, Stevchen and Jwed Karim, after the commercial website PayPal. YouTube is designed to be used by all types of people, including illiterate. It is a social networking site similar to Facebook, but the paramount communication was video content, where uploading of new videos can be done, which is a free service. The universal resource locater (URL) is created and shared with friends, relatives, family members and the community for circulation and sharing of information. Each user can use their email id for uploading videos, and each account is considered as a channel, that could be subscribed to get notifications for new video uploads. YouTube is a commercially developed enterprise that promoted participatory culture because a user or consumer creates content and invites others worldwide. Based on the popularity of the content, it shares revenue with content producers through its YouTube partnership. YouTube attracts more of the youth population. According to Crouch (2018), YouTube also plays a role in cyber bullying, where one can create content against people they do not like and post content in a way that offends them.

### **X.com (Twitter)**

Malik et al., (2019) stated that youth actively use X.com (Twitter) Twitter, a micro blogging applications and social media platform, to share their thoughts and opinions. With

over 1 billion monthly visitors and 313 active users, X.com is a popular platform for young people to express themselves. Barong Wana et al., (2021) explained that according to a Pew Research study, X.com is the fifth most used social networking site among youth. Twitter's X.com micro blogging feature allows young people to share their ideas and opinions, making it an essential channel for them to stay updated on news and current events, both in regular and crisis times.

### **Mobile Device and Social Networking**

Natarajan et al., (2018) explained that mobile devices have made social networking more accessible and popular among youth. With a small handheld device, young people can easily use various applications to connect with others, to access information and to enjoy entertainment. Mobile apps, available for download from stores like the Play Store or Appstore, offer a wide range of categories, including social networking, games, communication and more. According to 2015 Pew Research Center study, the Google Play Store offers over a million free apps, making it easy for young people to find and download applications that suit their interests. However, device storage limits the number of applications that can be used at one time. The Play Store also offers digital content, including movies, e-books, comics and audio books, making it a one-stop-shop for young people's digital needs.

### **Search Engine**

Adnam et al., (2017) viewed that young people rely heavily on search engines to find information in online. Search engines like Google help people access the internet database from computers or mobile phones. Google is the most popular search engine, known for its efficiency and speed. Google has been the top search engine since 1998. In 2012, it had over 1.77 billion users. There were different types of search engines, including crawler based, human powered directories and hybrid search engines. But, Google is super-fast at finding keywords, making it the go to search engine for many young people. Other search engines like Yahoo, Altavista, America Online, Ask Jeeves, Microsoft Edge and Netscape are also available, but Google remains the favourite among youth.

### **Email Services**

Rizal (2017) explained email as the medium to send and receive messages over the internet, along with graphics and sound effects. Email is a popular service from Google.

When an email is sent, it goes straight to the receiver's inbox. Shin (2013) also stated that its great for official communication and keeps your messages organized into categories like primary, social and promotions. It also protects you from viruses and spam. There are many other email services out there, like Yahoo Mail, Hotmail, Proton Mail, Zoho Mail, Outlook and more. Banday (2015) explained that each one has its own cool features. For example, Proton Mail offers super secure end to end encryption, while Zoho Mail gives a ton of storage space.

## **2.2 The Use of Social Networking and Development of the Society**

Kemia (2021) explained that the popularity of social networking sites is growing. As a result, everyone adapts. Social change can be both positive and negative. Each individual preferences and usage are unique.

### **Communication on Social Networking**

Froment et al., (2017) explained that social media has revolutionized the way young people interact, form and maintain relationships. By creating a personal profile, individuals can share information and connect with others, fostering the growth and preservation of interpersonal relationships. Rehman et al., (2012) viewed that social media communication has become an integral part of various industries, including marketing, communication, commerce, branding and news. He also explains that social media has transformed communication practices among youth, from informal to official, and he examines the implications of this shift.

### **Education on Social Networking**

Tafesse (2022) explained that the COVID-19 pandemic necessitated a reliance on social media for educational purposes, enabling individuals of all ages to access online resources and learn about pandemic related information. Online education, available since the inception of the internet in 1969, experienced significant growth in 2021. As part of Web 2.0, students today utilize online education, which is integrated into school and college curricula. The internet offers various platforms for information dissemination, utilizing video formatting and diverse content types. Social media and mobile devices enhance creativity, editing, sharing and course related content among children.

Nasir (2020) said that text and video formats facilitate learning, and educational trends introduce novel approaches to education. These platforms enable the exchange of

resources, including materials, course content, interaction, comments and messages, extending beyond school friends to include interactions with authorities. Raut and Patil (2016) also said that Google's tools support 20 million children in learning technology and discovering their talents, setting and achieving goals.

Badri et al., (2017) presented that social networking and media facilitate communication among students, providing opportunities, access to information, research, peer communication and idea sharing through websites and services. This enhances individual participation and collaborative communities. Jeljeli et al., (2022) stated that college students primarily utilize Facebook, Twitter, YouTube, Instagram, Academia and MySpace, spending significant time on social media, which positively impacts knowledge and skill acquisition, academic assistance, and stress relief. Shanab and Tarawneh (2015) said that however, excessive reliance on social media for homework decreases productivity. Remote access to learning materials enhances the learning process, and social media facilitates communication, assignment organization and collaborative task completion. This thesis explores the impact of social media on education among youth, examining benefits, challenges and optimal utilization strategies.

### **Online Learning and Teaching**

Mishra and Shree (2020) expressed that the advent of online learning has revolutionized the education landscape, offering a plethora of courses, exam preparation and job training opportunities from preschool to higher education. Class connect, a virtual learning platform, leverages Google Classroom, Google Meet, teleconferencing, and live classes to facilitate online learning. This mode of education is particularly beneficial for individuals residing in remote areas, where access to traditional offline classes is limited.

Online learning, also known as e-learning or distance learning provides an alternative to traditional methods, enabling students to grasp concepts through multiple lectures and resources. Notably, the Indian government's SWAYAM platform offers a massive online open course (MOOC) for young minds, while UGC's e-PG Pathshala provides high quality curriculum resources across 70 subjects.

Paul and Jefferson (2019) revealed that online education offers flexibility and accessibility, enabling students to learn at their own pace, utilizing internet resources and web based instruction. This student centered approach empowers learners to take an active

role in their education, analyzing information, asking questions, and engaging with instructors. This thesis explores the impact of online learning on youth education, examining its benefits, challenges and optimal implementation strategies.

### **Job Opportunities on Social Networking**

Potkany (2015) said that many Human Resource Institutes are realizing the power of social networking and creating job portals and social networking targeting their relationship, growth and target group. A user does an attractive job by making a personal presentation. A company can recruit a candidate with an advertisement without any hassle. Source networking connects people with similar interests, such as experience and individual expressions. Every company maintains its website, and also uses social networking. The contents arrived to young people who spend time on social networking. The daily updates also spread the word among them.

Khasnis et al., (2021) stated that unemployed people have poor physical and mental health, so the information provided by social networking is helpful. From Advertisements, Job Applications, Networking Relationships or connections and Job Sites, it is easy to gather information on job opportunities, and they could find out quickly.

Fungu and Yuanxiao (2021) discussed that the job would affect the lifestyle of the people, and job search and employment quality should be increased. Job satisfaction is based on salary market status, attributes from the job, and employee behaviour. Moreover, they want them to answer the questions when uncertain about the suit. Social networking sites are the way to overcome this situation. Social networking provides information and job opportunities.

Lorincova et al., (2018)) described social networking as a job search tool, and 45 percent of companies have been doing job screening through social media since 2009. It comes together every year because of the popularity of human resource development working on the phrase 'social recruiting' in social media. Social recruiting means finding the next generation of talented people through 2.0 web technologies or social media tools such as communication, informational exchanges, and engagements. Through this, find future talented generation by the way. Candidates social networking profile increases job prospects. The capabilities of candidates are understood through the account. It shows their creativity, awards, talents, and how well they fit into the job. Nevertheless, it can have adverse effects in some cases, such as profile photos, poor communication, posting

provocation and inappropriate content, post employment status, interactions with co workers. Social networking profile reflects self expression or an individual.

Hray and Hall (2021) argued that when considering job offers through social networking, such invitations can be linked to the interview and mention which type of interview is required, for example, face to face and telephonic interview. Job seekers prefer low status jobs on Facebook, while LinkedIn and Twitter prefer higher status ones.

Buettner (2017) revealed that Linked in or Xing is an example of a career oriented social networking marketplace, and such applications have many users. They have also added their career oriented functionalities to the site.

### **Entertainment on Social Networking**

Paul Holmes (2010) presented that the advent of social networking has revolutionized the entertainment landscape, with youth and older adults alike relying on social networking platforms for entertainment. Social media provides a high value experience, surpassing traditional forms of entertainment. The internet is considered the primary source of entertainment, followed by television.

Robert Kwame (2022) revealed that social networking entertainment encompasses various forms, including movies, short videos, games, blogs/vlogs, online music, live video streaming, and broadcasting content on online applications and social networking sites. Social networking entertainment offers a unique value proposition, providing happiness and alleviating anxiety and related problems. These platforms offer relief and are equally viable as traditional entertainment sources. Social media enhances entertainment, information and performance skills.

Stine Lomborgs (2015) explained that theory on stabilizing components in social media highlights the importance of understanding communication patterns, relationships between social media and other media, privacy, and societal benefits.

It explores the significance of social media entertainment among youth, examining its impact on mental health, social interactions and preferences. By analyzing the opinions and practices of stakeholders, this study aims to contribute to the understanding of social networking meaning and its role in shaping entertainment and communication patterns.

### **Business on Social Networking**

Jerman and Zavrsnik (2015) said that the integration of social networking as a strategic tool is a prominent feature among organizations, aiming to enhance internal communication, customer relationships, and brand awareness. Both individuals and businesses recognize the significance of social networking in maintaining existing relationships and establishing new connections. Moreover, social networking platforms enable the mitigation of adverse online behaviour, fostering efforts to build social capital and co worker relationships.

Dwivedi et al., (2021) viewed that the digital transformation of businesses has been significantly influenced by social media, with companies and communities globally adopting technological adaptations to enhance sales, brand awareness and customer engagement. Gil Appel et al., (2019) researched the value of social media advertising, highlighting its impact on new product adoption and interactions with other media, such as television.

Social networking is shaping business strategies among youth, examining its influence on entrepreneurship, marketing, and customer relationships. By analyzing the perspectives and experiences of young entrepreneurs and consumers, this study aims to contribute to the understanding of social medias impact on business development and digital transformation.

### **Banking on Social Networking**

Parusheva (2017) explained that social networking sites are a tool for commercial use in Bank, primarily to communicate with customers, develop relationships, use their input as a promotional tool, and the method for quickly and conveniently carrying out transactions. The best use for this strategy is in payments made in person.

### **Health on Social Networking**

Stellefson (2020) stated that professionals in health education design oversee and evaluate health promotion initiatives. Optimize online and offline consumer health experiences as Internet based programming for health promotion becomes pervasive. They use social media to promote health in novel methods. Saxena (2020) stated that teams of doctors and specialists provide information on social networking sites with photographs and videos to raise awareness of various diseases to improve health communication.

Kumar and Akram (2017) said that in order to engage the public, spread knowledge, encourage healthy behaviour, and communicate with patients, students and coworkers, healthcare professionals are employed as tools. Healthcare professionals can use social media to engage with patients, motivate patients, build a professional network, boost personal awareness of news and breakthroughs, and enlighten the public about health issues. The main reasons that doctors join online communities are to read news items, listen to professional experts, investigate medical developments, debate patient health related issues with peers, and network, and also discuss on management issues, provide recommendations, share their research, promote their services and participate in health advocacy. Most doctors also engage in direct patient communication on social media to improve clinical treatment.

### **Impact of Social Networking**

Rogers (2019) presented that the primary goal of social networking is engagement. The many social networking platforms are merely interactive online channels that organizations and corporations utilize to build connections and network with others without ever leaving their desks. In order to connect with people about shared scientific interests, it is crucial to present at conferences, give lectures, and moderate panel discussions. In social networking sites, people actively engage in communal life, have access to countless resources and want to interact with more people.

### **Positive Impact of Social Networking**

Ligi et al., (2021) explained that youth were influenced by their regular usage of social networking platforms. Social networking sites are web based services enabling people to build their profiles by selecting their user list and connecting with them in a public forum. The positive influence of social networking is listed below:

- **Communication:** Social networking is an Internet based platform for building and developing social relationships. It allows users to interact online with people with similar interests, either for ideological or social reasons, likely, emails, instant messages, online comments, wikis, digital photos and videos and blog posts. Social networks play dual roles as both content suppliers and consumers. They give the user the option of who can see their profile. A profile is created based on responses to questions such as age, location and interests. Some sites allow users to upload photos, add multimedia content, or change the look and feel of their profile, post

blogs, comment on postings and compile and share contact lists (Matthew. et al., 2021).

- **Building Relationship:** Social networking helps people build and maintain new and old relationships between people by allowing them to interact and share ideas and feelings (Steijn et al., 2019).
- **Share and Provide Information:** Social networking is used for various purposes, but they all work together. Sharing is social networking's primary objective and promoted as a way of life. Youth can communicate ideas, information and even obscene or humorous images and videos. With social media, nobody is forced to absorb anything because each user has complete control over what they see. Social media user has control over whom they add as friends, what information is viewed, what links to click to learn more about, what information to believe, where they accept messages from and whether or not they keep their profile active (Riddle, 2017).
- **Youth had Creativity and Innovation:** Users of social media platforms can access content in various formats, including videos, graphics, photographs, photos and more. Youths will benefit from this by honing their creative abilities (Mehta, 2021).
- **Social Networking for Promoting Business:** Social media marketing is becoming increasingly popular, often known as a digital business or digital marketing. Establishing a company website to assist commercial operations in cyberspace is the core tenet of digital commerce. The website is a constantly open store that potential customers can access anytime social medias growth brings potential clients or customers into contact with online businesses. Customers will browse, read and share product information on social media. Customers will visit the website for more information on the products. As a result, social networking plays an essential role in the digital company by serving as a platform to draw potential clients and a doorway to the online store. Customers then have the choice to employ e-commerce, or electronic commerce, which is known as a payment gateway, if they desire to purchase the product (Majid, 2020).
- **Connect People from Different Locations:** Youth instantaneously interact with people and share their experiences through images, videos and status updates

through social media and they regard these platforms as an essential tool for building and maintaining relationships, being creative, and knowing more about the world (Jiang, 2018).

- **Provide Education:** Social networking websites are crucial for schooling. By connecting with learning communities and other educational systems, students are given several options to advance their learning and obtain the most recent knowledge. Students can also exchange information by interacting with various people (Kolhar et al., 2021).
- **Government Benefits from Social Networking:** Social networking channels between the government and its stakeholders will initiate conversations between the government and its constituents. These conversations will begin by disseminating information to the public via social media or social networking and saving opinions and feedback of citizens on such information. Social media's widespread use and unique features allow citizens or other interested parties to learn more about government operations. Social networking will improve a government's ability to monitor public sentiment and opinion when effectively utilized. Rather than relying on more conventional methods of gathering public feedback, governments can use this data to make decisions more effectively. Utilizing social media for e-government will enable citizens to obtain information offered by their governments through social media, saving time spent looking for the information they need. Three advantages can be used to sum up the main advantages of using social networking in e-government:
  - **Transparency** refers to the disclosure of information, which stakeholders constantly monitor.
  - **Participation** aims to keep people involved with their governments by giving them a platform to voice their ideas, wisdom, and experiences. Before deciding, governments can use a survey to obtain citizen feedback, which can then be given to various government entities for further action.
  - **Collaboration** is a high level interaction between the government and the public in which the latter influences the themes covered by the former (Emad and Abu-Shanab, 2015).

- **Entertainment with Social Networking:** Social Networking is incredibly helpful in providing people with entertainment in various forms. Instead of viewing television shows, news, and movies, an infinite number of individuals find entertainment on social networks. Social media is now widely utilized for entertainment purposes in addition to being a tool for information sharing and communication. Social media users share relevant links with their friends while watching online movies, reading the news, watching live cricket matches and listening to music (Singh, 2020).

### **Negative Impact of Social Networking**

Singh et al., (2017) presented that youth are not yet mature enough to differentiate between fiction and reality, as they are more vulnerable to the adverse effects of social media use on their mental health and behaviour. For young people in India, social media networking platforms are harmful and addictive. Social networking addiction has devastated education and may lead to the extinction of Indian Youth. The negative influence of Youth is listed below:

- **Lack of Privacy:** Teenagers frequently divulge excessive amounts of private information online in an open forum. Since most people do not read privacy agreements, they may be unaware that private insurers or advertisers could exploit their data. It is safe and risk free posting personal information, including photographs (Gudelliwar et al., 2020).
- **Decreased Face to Face Interaction:** Use of social networking reduces the effectiveness of face to face communication. Social media platforms also harm relationships within families and the community. The current trend has changed, showing that there is no longer any face to face communication (Burhan et al., 2020).
- **Addiction:** The usage of social networking websites is increasing, which adds to social media addiction (Kirik et al., 2015). There are five types of Internet addiction namely cyber relationship addiction, cyber sexual addiction, net compulsion, computer addiction and information overload (Xuan, 2020). Addiction to social networking sites in Youth is significantly correlated with life satisfaction. Research shows that young people who are less content with their lives depend more on social media (Sahin, 2017). Social networking addiction is a significant indicator of life

pleasure. Young individuals dependent on social networking sites are more understanding and talkative online than in person. They combined social media use with the outdoors since they could not satisfy their current way of life (Aksoy, 2018).

- **Bullying the People:** Social networking (SNS) bullying, a form of cyber bullying that takes place on social networking, is defined as deliberate, hostile conduct by an individual or group of individuals that involves using social networking to frequently spread offensive content intended to cause an individual or group of individuals harm or discomfort. Due to the interconnections of social networking and their ability to involve multiple people in online social interactions, social networking bullying typically consists of triad reciprocal links between perpetrators, victims and bystanders. A perpetrator is a person or group of people who intentionally and repeatedly harm or distress a target (Chan et al., 2021).
- **No Proper Time Management:** Teenagers must spend their time viewing point less and useless stuff when surfing the web and skimming through their social media news feeds. Children of a particular age lack the maturity to balance their time between studies and extracurricular activities. However, young people are the most frequent users and must catch up on the true usage purpose. Instead of satisfying their need for social connection, communication, or information, they become addicted and only care about what occurs online. They lose some of their capacity for learning and memory retention due to their concentration on social media, particularly for those kinds of answers. They start relying on pre made explanations and solutions rather than recalling through regular reading and analysis.
- **Youth Follow False Information:** Misinformation was not a new phenomenon on social networks. They read many things online on social media that may or may not be accurate. This false or misinformation leads to fake news, made up stories with no verifiable facts, sources or quotes. Those stories are made up in order to influence or deceive readers. The issue of fake news refers to how to think about the nature of real news. In recent decades, the number of fake news stories on social media platforms such as WhatsApp, Facebook and YouTube has increased (Deka, 2021).

- **Lack of Concentration on Youth:** Social media platforms aim to keep user attention for as long as possible by preying on psychological flaws and vulnerabilities related to our need for approval and fear of rejection. Social media use that is passive, scrolling through posts, can be detrimental and has been connected to feelings of envy, inadequacy, and decreased life satisfaction. According to studies, it may even cause symptoms of ADHD, depression, anxiety, and sleep deprivation (Fersko, 2018).
- **Making Insensitive Content for Getting Attention:** Pornography, drug use, excessive drinking, illegal hunting, eating disorders, or any self harming or addictive practice were all examples of deviant behaviour. People who engage in deviant behaviour are not isolated social misfits. As a result, they may belong to multiple communities and interact with a wide range of people, potentially exposing their deviant behaviour to the public (Coletto et al., 2016).
- **Affect Family Relations:** Quality time spent together is vital for the survival and integrity of the family and for families to feel connected with each other, but many families may be unaware of the possible influence social media use by family members may have on family group cohesion (Unal, 2017),
- **Affecting Psychological Health:** Excessive use of social media can harm the brain's capacity and functioning, which should be taken seriously. Many incidents in the world have shared connections with social media, which is a rather alarming thing in and of itself. Social media addiction is a mental condition in and of itself, but it has also given rise to an array of innovative mental health issues that are expanding quickly. Addiction and obsession with social networking have been reported to cause negative feelings among youth due to severe consequences (Fahad, 2017).

### **2.3 Social Networking Leads Misguided in the Society**

Social networking sites have pros and cons, based on what people focus is what the society becomes of. It is crucial to discuss the cons of social networking sites that are prone to social misguidance, such as cybercrime, suicide and cyber sexing.

#### **Cyber Sexism**

Jongxuan et al., (2022) stated that one of the trends emerging among the youth is sexting. One who sends pictures full of sexual content and messages to find a sexual partner

would use the Internet or mobile phone for sexual temptations. These types of activities have emerged in the era of social networking and are unsafe. Content shared through social platforms is automatically made public that violates one's privacy.

### **Online Dating**

Bryden (2017) said that online dating allows young people to meet new people through mobile applications like Tinder and Bumble. Tinder allows communication between interested parties based on the location, and the application permits chatting, video calls and voice calls. Online dating means, find a relationship, a partner or a sexual partner through the Internet. People between the ages of 25 and 34 use this app. The situation is about preparing the youth to meet, flirt and engage in romantic relationships. Bisexual people also participate in such activities.

Eli et al., (2012) viewed that online dating applications are a hotbed of fake profiles and strange connections. Perhaps affecting data privacy, communication and personal life. People used to find partners through the newspaper or matrimony according to compatibility. Nevertheless, nowadays, divorce and separation have increased, and people rely on such sites for relationships, to attract new friends by uploading their pictures. Traditional Indian culture has changed with the advent of technology. Society does not have a reasonable opinion on online dating. However, in recent years, participation has increased. Anh phan.et al., (2021) said that using dating applications comes with risks. In one case, a man was sentenced to 12 years for raping a woman in a relationship, through Tinder. Kids use it by using fake profiles. Inappropriate pictures and messages with sexual content are posted, leading to prostitution. Many crimes are committed using dating applications.

### **Cyber Crime**

Owen Ingram (2022) stated that cybercrime is any crime that is committed using a computer and a network. It can target specific people in their unique capacities by stealing their belongings, endangering the persons mental health or even causing harm to government. Hindustan Times (2016) said that according to the National Investigation Agency report, every crime is done through social media. The National Crime Records Bureau, or NCRB, reports a 70 percent increase in Cybercrime between 2013 and 2015. Business Standard (2020) in the country, Cybercrime has increased fourfold. In the last four years, there were 12317 cases in 2016 and 50035 in 2020. That is, 136 cybercrimes were registered in India

every day till 2020. According to National Crime Reports Bureau (NCRB), 65.81 cases remain pending investigation.

The Times of India (2022) stated that the use of social media for defamation and fraud has increased by 100 percent. It would rise to 2174 in 2021 and 4357 in 2020. Of the 4357 crimes reported, 3004 are related to social networking platforms like Facebook and Instagram. Posting obscene comments, defamatory material, friendship fraud, sextortion (nude video calls, extortion), hacking Facebook profiles, making fake IDs, and sectarian issues are going on.

According to the cybercrime unit Delhi police intelligence fusion and strategic operations, the cybercrimes are: Email frauds, Social media crimes, Mobile application related crimes, Business email compromise, Data theft, Net banking/ATM frauds, Lottery scams, Online transaction fraud and Fake News /False Information

### **Social Networking Influenced Suicide and Murders**

Brandy Johns (2020) explained that the use of social media and networking tools makes it simpler for predators to locate their victims. Social networking reveals a person's location and other details to others, increasing their vulnerability to crime. It was equally responsible for developing venues for introducing total strangers, murders already reported on their websites, and murders that took place due to information on those platforms. Social media encourages increased antisocial conduct, linked to the same psychological traits as murderers.

Roy et al., (2020) researched that social media data can be used to identify external factors that increase a person's risk of having suicidal thoughts and actions. Youth used online platforms to reveal their suicidal thoughts and risk factors. For instance, both verbally and electronically, such as through blog entries, instant messaging, text messages, emails and posts on social networking websites.

### **Cyber Terrorism**

Parlaklıç (2018) viewed that social networks are used for money laundering, identity theft, online fraud, cyber attacks and other purposes. Methods have been employed to prevent illegal operations in such a particular instance. The term cyber terrorists also known as 'hackers' refers to individuals who seek to harm a target's reputation. Social

networking is an ideal platform for cyber terrorism. Terrorist groups use social networking sites to accomplish their objectives within and outside the country because of their accessibility, affordability, and broad reach. Governments and agencies use preventive measures to nullify terrorist attacks. Ninety percent of cyber terrorist attacks are now carried out over the Internet via social networks.

### **Cyber Crime Punishable Under Law**

Kapila (2020) said that the Indian Parliament has enacted the Information Technology Act, 2000 (IT Act), the country's first cyber law. To provide legal recognition for transactions carried out by electronic data interchange or means of electronic communication, commonly referred to as electronic methods of communication. The storage of information to facilitate the electronic filing of documents with Government agencies, further amend the Indian Penal Code, the Indian Evidence Act 1872, the Bankers Book Evidence Act 1891, and the Reserve bank of India Act. It draws attention to the harsh penalties and sanctions that the Indian Parliament has passed in order to defend the e-government, e-banking, and e-commerce industries. It is significant to highlight that the IT Act encompasses all contemporary communication technologies. According to the Act, a contracts acceptance can be stated electronically unless otherwise agreed, and it will still be legitimate and enforceable.

### **The Critical Provisions of the Act**

Arora (2021) explained about the IT Act is a significant part of the Indian legal system since it governs how Cybercrime is investigated and prosecuted. The appropriate sections discussed are given below:

**Section 43:** This part of the IT Act applies to those who commit Cybercrime, such as harming the victim's computer without the victim's consent. If the owner's permission was not obtained to damage the computer, the owner is entitled to a refund.

**Section 66:** This dishonest or fraudulent section is described in Section 66. In this section, it is punishable by upto three years in prison or a fine of upto Rs. 5 lakhs.

**Section 66 B:** This section describes the penalties for fraudulently receiving stolen communication devices or computers and confirms a three year prison sentence. A fine of upto Rs. 1 lakh may also be imposed, depending on the severity of the offense.

**Section 66 C:** This section focuses on digital signatures, password hacking, and other types of identity theft. Section incurs upto three years in prison and a fine of one lakh rupees.

**Section 66 D:** This section involves cheating by impersonation using computer Resources. Punishment, if found guilty, can be imprisonment of upto three years and upto Rs 1 lakh fine.

**Section 66 E:** It is illegal to take photos of private spaces without the owner's permission and to publish or transmit those photos without the owner's permission. The offense was determined to be punishable by upto three years in prison and a fine of Rs 2 lakh.

**Section 66 F:** Cyber terrorism acts are covered in Section 66F. A person could spend the rest of their life in prison if found guilty of a crime. The offender was captured and charged following Section 66F of the IT Act.

**Section 67:** This deals with posting coarse language online. If found guilty, maximum prison age is five years, and the maximum fine is Rs. 10,00,000.

## **2.4 Review of Related Studies**

### **Youth and Social Networking**

Kurana (2015) conducted a study on 'The Impact of Social Networking Sites on Youth'. The study aimed to find out the trustworthiness of social networking websites, information from social networking sites, and social networking on the power of the private and professional life of the youth. The qualitative study was conducted using the survey method to collect 100 samples aged 15 to 24 years. The data was collected from the area of Delhi region. The study drew the valid conclusion that youth never prioritize social networking people more than average world people because they had no stronger relationships than personal relationships. The majority agreed on the trustworthiness because the youth only focused on information like entertainment, family related, and job related content. The study proved that the youth had known more about technology while they were excited about social communication.

Akashdeep et al., (2017) proposed a study to analyze the 'Impact of Social Networking on Youth'. The survey method used to investigate the Indian youth raising on social networking sites and Indian culture at present changed the situation, hypothetically reducing the cultural and traditional interconnection between the people and losing the

relationship with society. Based on this, the researcher collected 532 responses from the youth. The study used to analyze the respondents activities, like 1 to 2 hrs spent on social networking per day, the primary purpose of usage for their voice opinions. They also revealed that social networking influenced their mental and physical health. Forty four percent of the youth were strongly agreed they are unhappy at a day. Fifty five percent of the youth were highly addicted to these sites. Twenty six percent of the youth cannot decide their problems, another 18 percent disagreed that social networking helps multitasking and loss of concentration, and a tiny percent revealed that social networking glamorizes the relationship with drugs and alcohol. On the other hand, positive impacts such as education related, political empowerment, and social issue related awareness are straight forward from these sites. Not only are online friends developed, but geographically distance people came close to each other through online, also eradicated unemployment through online job opportunities.

Vidhyashri et al., (2017) conducted a survey for a study on the ‘Impact of Social Media on Youth’. The samples were collected through a questionnaire, collected 50 samples belonged to the age group of 18–20 years old. Dharawad in the Karnataka state was the study area. The study explored the youth education on social networking sites and its impact. Networking behaviour is beneficial; at the same, the attitude of the youth is essential. Most of the youth 64 percent were female, and they used social networking sites to collect study materials, assignments and music downloads. Sixty eight percent of the youth were focused on online games 60 percent were interested in uploading videos and photographs and another 50 percent found new friends to chat with each other. The study proved that there was no gender gap; both males and females were treated equally on the sites, and majority 86 percent of them revealed networking helps in education. Seventy six percent were explained that social networking sites were a massive resource of knowledge and information. The study showcases the importance of social networking in current scenario, as it has both positive and negative aspects.

Asad Ali et al., (2016) conducted research entitled ‘Effects of Social Media on Youth: A Case Study in the University of Sargodha’, aimed at the usage of social media that has increased importance and popularity all over the world, which created the need to analyze the case of university students. The researcher selected the survey method to conduct the study and collected 380 samples randomly, and the area was selected from

Sargodha, Panjab and Pakistan. The collected data were analyzed by bivariate analysis method. From this study, most respondents were 19-20 years old, and another 20 percent were above 20 years. Both genders participated in the study, where 151 participants were female. The study was conducted based on the age and gender. The conclusion drawn based on the attitude scale among selected respondents between 19 -20 years. They revealed that social media was used for entertainment (108 respondents) and job seeking. At the same, they agreed that too much usage cause health problems. Ninety nine percent of the respondents agreed that they communicate with their friends, 128 respondents use advertisements, and online shopping (144 respondents) were the kinds of activities done by the 19 -20 age group. On the other hand, the study analyzed gender; (149) respondents were female. They get learning experience respondents were more than males. Female respondents agreed that overuse cause health problems. The female respondents were high in online shopping 126 respondents agreed on this, advertisement related activity. At the same time, men had high job related activities and communication with friends, and their usage was comparatively higher than women. The study drew the result that social media was very effective on youth.

Sushma Rawat et al., (2019) conducted a study titled ‘The Study on the Impact of Social Media on Youth’ based on the vigorous usage of social media worldwide. The researcher aimed to analyze the impact of the social media, mainly in education, entertainment, job communication, skill development and virtual shopping. The researcher conducted a descriptive study; data were collected through questionnaire, 50 respondents were collected randomly and most respondents were of 18 to 25 age group. The study analyzed the principal mode of social networking access, where the majority 98 percent accessed social media through mobile devices, using Facebook, Instagram that was 30 percent each. The majority of the respondents’ social networking hours of the day was 3 to 4 hrs. Major activities on social networking were sharing posts (38 percent), communication with others (26 percent), entertainment and fun 28 percent. Youth are part of the adverse problems such as cyber theft. Forty percent of the respondents needed to react to this issue. However, 46 percent respondents used social networking to their wellness and 20 percent for happiness, and some 22 percent utilized to get motivation through these applications. The study explored the issue of respondents’ acceptance of friend request from strangers, where 58 percent revealed they had not accepted such requests. The study revealed that youth would both

benefitted and faced with issues from social networking that also plays role in affecting the community.

Dimitrov and Nongkynrih (2017) conducted a study, 'Social Media and its Impact on Youth' proposed to analyze youth's usage of social media in various streams of arts and science; the respondents were college students, 200 respondents were randomly selected from the study. According to the Global Social Media Research Summit 2017, about 1871 million people were active on Facebook. This study aimed to discover the youth's socio demographic characteristics, social networking exploration on youth, and social networking effect on the youth's personal life. Based on the study's objectives, the research was conducted quantitatively, where the data collected by discussion, interview method, survey method and theoretical framework followed by the unified theory of acceptance and use of technology. The majority 123 respondents were male from the 18-24 age group. All the respondents were educated well. Among the 155 youth respondents were accessed social media via smart phone. Among 120 respondent's primary usage was WhatsApp and they regularly updated status on WhatsApp. The study explained that a majority of 57 percent of respondents focused on sharing religious information. Eighty percent of the respondents shared their issues on social media at the same time. About 175 youth were not interested in sharing their account details with their parents but the researcher analyzed the respondents spending time with their parents. The respondents rated that social media usage would affect physical activity (80 percent) and reduces their concentration (85 percent); 125 respondents strongly agreed that they trust social media, and claimed to have high dependency. Whatever the respondents interest in social media, the study has concluded that social networking affects or changes the personal life of the youth. It replaces the communication system with virtual, reduces physical communication, and the students possess addictive behaviour and isolation from the community.

Mahwish Rabia et al., (2020) conducted a research study on 'Influence of Social Media on Youngsters: A Case Study in Government College for Women University Sialkot' which analyzed the social media effects on youth. The data was collected using questionnaire from 375 women respondents who participated in this survey. The result was calculated by using percentage distribution and regression analysis. Fifty nine percent of the respondents strongly support social media creating awareness and (89 percent) job opportunities. On the other hand, 93 percent respondents agreed on social media's harming

effects on health and 94 percent on misleading information in social media sites. Ninety one percent of them agreed on anti religious post and fraudulent activity. The study shows social media's positive and negative impact, suggesting proper media usage provides satisfaction and communication skills to make education more advanced.

Marie Plaisime et al., (2020) conducted a study on 'Health and Youth Related Social Media and Teens: A Need Assessment Exploring the Potential Role of Social Media in Promoting Health', to find out the social media utilization, practical strategies on Youth by the use of social media. The researcher adopted mixed cross sectional study to collect the 152 samples that belonged to the age group of 13 to 18 year old. The study result was drawn quantitatively, such as essential characteristics on social media, activity, and male participants based on race (46 percent). The majority of the people were Caucasian. At the same time, 92 percent of them highly used Facebook and they focused on browsing health data. The researcher discussed phase II: which focused on a group of boys and girls and analyzed their health promotion on social networking. They revealed that the health related information in using humorous way. Pictures and advisory messages were used to highlight the content. A typical teenager seeks health through social media, primarily through diet shows, nutrition, fitness and demonstration. Similarly, sex education was also learned through social media. However, many teenagers find it difficult to identify relatable information.

Joaquin Castillo De mesa et al., (2020) proposed a study on 'Social Networking Sites and Youth Transition: The Use of Facebook and the Personal Well being of Young Social Work Graduates'. It focused on analyzing what youth underwent with digitalization and 126 respondents in the age group of 21 to 23 participated in this study. The survey method was adopted to collect the samples. The study aimed at the skills of youth on digitalization and their well being, the attitude found out through the Likert Scale. From this study, the researcher analyzed five digital skills: bridging social capital, self esteem, life achievement, personal satisfaction and social bonding.

Umarani and Padmalosani (2019) in their study aimed to analyze the 'Impact of Social Media on Youth and Focused on Finding out the Usage of Social Media and Social Media Influence on Youth. Is Youth Social Media Used Properly'. The researcher collected data based on the survey method, between the age group of 20 to 25 years. 150 responses were collected through a questionnaire. The convenience method was used, and the chi-square test and regression analysis were used as statistical tools. Furthermore, 104

respondents said they lost their critical thinking ability. The study concludes that social media usage wastes their time, as there was no productive activity, and no career or personality development happened. They were often addicted. At the same time, they created social values, skills and friendships through social media. However, cyber bullying was emerging as a serious issue among them.

Krishna Kumar Jha (2016) advocated researching the 'Effect of Social Networking Sites on Mauritius Young'. It was an exploratory research project in Mauritius. Three hundred samples were collected, and he discovered how teenagers use social media, goal of social networking, how much time they spend, and how much trust they have in social networking. Social networking has substantially influenced the Mauritian Youths personal and social lives. As youth grows, human rights were also violated. Social networking also contributes to girls' education, global warming, the growth of political leaders, crimes against women and various forms of corruption. Consequently, the study aims to determine the utilization of variants of networking sites and the purpose for which each person uses gregarious networking sites ascertaining if these influence Mauritius youth, discussing such convivial hazards here and whether gregarious networking was availing of nations building. The data was accumulated by the survey method, utilizing questionnaires and analysed, the non probability sampling method was used, and the convenience sampling method was adopted. The study data were analyzed by utilizing the percentage distributions from the study. The majority were male respondents (168), the study group was between 20-40 years old. Forty two percent of those who completed the study completed post graduation. Sixty seven percent of the respondents were students. Ninety seven percent of the youth had social networking accounts, like, Facebook (87 percent) and WhatsApp (70 percent). Among this, an abundance of time was spent on Facebook. Social networking plays significant and paramount role for 96 percent of people. Sixty six percent of people discuss socio economic information, boosting social networking inculcation and cognizance among youth.

Sankar and Chitra (2017) conducted a study entitled 'The Impact of Social Media on Changing the Mindset of the Youth: A Case Study of Chennai City'. From the case study, the researcher aims to determine if social media use has changed the mindset of the youth, and if so, what role it has played in education, social norms and negative experiences from the usage. The researcher explained that there were a lot of negatives and positives that need to be raised. Just as college students were participants in the case studies focusing on proper

use and use of the Internet, where there was a significant preference, how much time they spend, their attitude towards social networking, and their attitude. In the same way, college students participated in case studies and focused on their proper use. Internet usage, where preference is placed, their attitude toward social networking, how much time they spend on social media, and how much time they invest. Moreover, educate them. A descriptive study was conducted here. The primary data was found using the survey method, 300 samples were selected from 6 colleges in Chennai city, and 50 samples were collected from each college. Using SPSS software to analyze and interpret the data, the study reveals that: WhatsApp was preferred by 49 people (Agreed) and 43 percent were strongly agreed. Social networking was beneficial. About 43 percent agreed that they lost their time due to social networking. At the same time, they accepted that it positively impacted youth life. Twenty one agreed, and 21 disagreed. Social media is used to improve youth in many areas, like political, social, language, communication, goal setting, job, research articles and advertisement.

According to Patra (2016) conducted a study on ‘An Empirical Study on Youths Preference of Social Networking Sites’, since social media is the primary source of interaction today, some questions have been raised about why youth use a particular type of social media. The reason is whether or not popularity influences. They discovered youth perceptions and preferences in the study conducted in Delhi. The researcher focused on the 19 year age group. The survey method used to collect 150 university students’ responses was also collected. In this study, ten different graduate and undergraduate students participated. The study revealed that 58 percent of respondents use social networking for less than 5 hours. Most of them use social networking for social service and personal purposes. The content, design and features of social networking enhance usage and preference.

Inebeyens et al., (2020) conducted a study on the ‘Effect of Social Media on Well Being Differs from Adolescent to Adolescent’. According to the researcher, applications like Facebook and Instagram impact adolescents' well being. Here 69 percent of adolescents also use social media. Social media affects each individual differently, whereas media susceptibility cannot be measured by age, sex, and personality. Social media does not change the well being of most adolescents in a short period. WhatsApp is a private platform, and Instagram is a public platform. The study was conducted in the Netherlands,

and 100 samples were collected from adolescents aged 15 on average. Fifty four percent of respondents were female. The first phase was a baseline survey, and after the baseline survey, participants provided the details for phase 2. The phase 2 data were collected through Ethica Software. It is a semi random sampling scheme. The researcher arranged the questions based on the baseline survey. Therefore, all the questions are personalized. The researcher found the active and passive use of Instagram and active and passive use of WhatsApp application in the second stage. The study was analyzed by rigorous analyses of 2155 accurate time assessments. Forty four cents were not better, but 46 percent felt good, and 10 percent did not. They focused on prevention intervention programs for this study.

Saini et al., (2020) explored a study on ‘Effects of Social Networking on the Quality of Life of College Students: a Cross Sectional Study from a City in North India’. The study was on current internet usage of social networking affects people's physicality and mentality. He focused on 18–21 years old college going students and conducted a cross sectional survey. The survey method was used to collect the 220 college students’ data from Chandigarh, and a well constructed questionnaire was followed. Ninety eight percent of respondents also have Internet access. Nevertheless, looking at daily users, they can do well on the stress handle. The active users daily usage shows they are happy with the interaction with their classmates. They are happier with problem handling, physical appearance, and lifestyle than non active users. The respondents mean age was 19.3 years old, and 56 percent of the respondents were female. Eighty two percent of respondents came from nuclear families and relied on their parents. In the case of non daily users 88 percent of the users have no physical plan; active users, 75 percent of daily users do not have tension, 87 percent do not lack energy than non active users. Eighty two percent of daily users revealed they have no headache, dizziness (80.3 percent), accidents (87.1 percent), or stable mental health (6.7 percent). Eighty seven percent said they do not lack energy compared to non active users. No headaches, dizziness (80.3 percent), accidents (87.1 percent), stable mental health (6.7 percent), or profound negative feelings (67.4 percent), mood swings (42.4 percent), loneliness ( 50.8 percent), worries (56.1 percent), fears (75 percent) and or sleeping problems (100 percent) were reported by 82 percent of daily users.

Verma (2015) investigated a study on ‘Harnessing the Benefits of Social Networking Sites for Intentional Social Action; Determinants and Challenges’. The empirical study found the possibilities of social networking usage for intentional action. The

main challenges facing social action are discussed. The researcher collected primary data through a questionnaire. The researcher used UTAUT (Unified Theory of Acceptance) as a measurement tool for the study. In this study, researchers emphasize five significant dimensions, including social influence, effort, and performance expectancy, to facilitate behavioural conditions. The study finds that dimensions or factors that fly overhead are associated with intentional social action via social networking. Effort and social influence have a positive impact. Because of the varying degrees here, performance expectancy does not show the relationship that must be signified in intentional social action.

Vijaya Singh (2019) conducted a study titled ‘Impact of Social Media on the Social Life of Teenagers in India, A Case Study’. The research was based on youths rising usage of social networking sites like Facebook, WhatsApp, Twitter and YouTube. The research was based on the growing popularity of these websites. As a result, both sound and adverse effects were discovered, and the research location was Shimlag in Himachal Pradesh. A purposive sampling method was employed to collect 200 samples from smart phone using youth. Youths spending hours, late night usage, purpose, meal skipping, morning usage, use before sleeping, social media choices for sports, preferred applications for family chat, social media activities and so forth were all investigated in this study. As per the findings, all respondents spend more time on social media. However, only a small portion was used for educational purposes. The usage of social networking sites has an impact on the diet. The study looked at how people felt before and after using social media. Both males and females engage in sports related activities. In order to sustain a family bond, men and women are used equally. Similarly, most respondents need to be more interested in social media activity.

Rajeswari (2017) outlined a study that discovered that online activities influenced respondents’ offline behaviour. As a result, the study focused on online bullying, clique building, sexual experimentation, privacy concerns, sexting, and internet addiction, among other topics. The study was conducted using a quantitative research strategy. The study’s 60 respondents were chosen using a random sampling method. The researcher framed a rating scale and used statistical methods such as percentage analysis, standard deviation, and chi-square test to analyze the survey. In the study, discovered how often social media influences the youth in our study. That is, whether it impacts their lifestyle or their learning

is being investigated. It was used for the betterment of society. The exact awareness program could also replace issues due to the networking applications.

Serenko et al., (2021) presented a study on the topic of ‘The Impact of Social Networking Use on Health Related Outcomes among UK Adolescents’ the study examined the impact of social networking. The study focused that social networking affects sleeping time, healthy eating, and health status is going well. The researcher took 13 to 15 aged people as a study group and then collected 11406 samples. The study revealed that in 2005 small percentage of adult Americans used social networking, but the percentage increased to 79 percent. Adolescent girls are involved in online activities; in this case, they are part of dangerous activities. Heavy usage negatively affects depression, social anxiety, delinquency, parent child relationship, conflict, and technology addiction. These are significant problems due to social networking. Furthermore, they needed better performance in their curriculum. The researcher rating scale was used to collect the data, and would use ANOVA test was used for statistical analysis. In this study, 49.9 percent of the participants were female, and the average age was 13.77. The test revealed a statistically significant difference between males and females. Sleep duration and dietary habits have an impact on overall health. Because it was based on good nutrition, social networking, and general health are not to be associated. Male eating habits were positive moreover, sleep duration of the female showing more positivity.

Dhara (2019) initiated a study on ‘The Impact of Social Media on Youth’. This study aimed to find out about the impact of social media, including the precise results of positive and negative usage, extent, and importance. It was a descriptive study, structured questionnaires were used, and data were collected through Google Forms. Sixty one percent of respondents were male, mostly between 21-25 age groups. The study results establish that 88.9 percent of the respondents use social media for educational purposes. About 57.1 percent of peoples lives were affected by social media. Among the selected respondents 52.8 percent of the respondents believed that it helps make youth intelligent, and 50.2 percent believed that social media is socially beneficial.

Rabia et al., (2020) developed a study on influence of social media on youngsters. The study targeted the impact of social media, using 375 samples through survey method and questionnaire to collect data. The study results show that 59 percent of respondents use social media to create awareness, 89 percent of respondents use it to search for jobs, 96

percent to acquire knowledge, and 94 percent that social media causes health problems. It also finds that 91 percent of respondents used anti religious activists through social networking. The study found that the problem was both positive and negative.

Dar and Nagrath (2022) studied the Impact that Social Media had on ‘Todays Generation of Indian Youth: An Analytical Study’. The study aimed to find the social media effect on young people, a descriptive strategy was employed, and the data were primary as well as secondary to investigate the effects of social media on Indian youth, which were analyzed utilizing the theme analysis tool. The study resulted from the pros and cons of social media. Its boosts business and students collaboration, helps in revenue, companies get the benefit, kids were used same time, wrong information kills, educational, organizational, privacy, and some blog activity influence the violence and misbehaviour among youth.

Vidhyashri et al., (2017) proposed a research on the ‘Impact of Social Media on Youth’, intending to determine the impact of social networking sites on youth education. The questionnaire was used to collect data for the survey investigation. The primary goals were to examine social medias effects on adolescents and identify the most helpful and favourable forms of social media for youth to assess youth attitudes about social networking sites. Social media promotes dishonest pictures, video clips, and images among youth, anti religious posts and links fosters hatred among people of different communities, harmful use of social media is deteriorating world affairs. It played an essential role in raising political awareness among youth. The investigation occurred in Hubli-Dharwad, and respondents were chosen using a random sample approach. The overall numbers of participants were 50. According to the results, most respondents (100 percent) were between 18 and 20 ages. The majority of respondents (64 percent) were men. The overall opinion indexes of respondents were 70.05 percent, and course studying was positively significant with respondents’ opinions. The general usefulness index was 75 percent.

Astatke (2017) reviewed the literature on the ‘Effects of Social Networking Sites on Secondary School Students Academic Achievement, Interactive Learning Environment’. This study examined the impact of social networking sites (SNS) on secondary school students academic performance. The Web of Science database was used to retrieve the original studies. The analysis of the 27 chosen journal articles showed positive and negative correlations between SNS use and academic performance for secondary school students. On the other hand, excessive and inappropriate use of SNS for recreational activities rather than

educational reasons hurt students academic performance. Like internet addiction, the desire to cyber bullying, and the consumption of sexually explicit material and moderate (such as gender, sleep time, learning environment, time management skill, and school and non school day behavior). These findings have significant ramifications for parents, teachers, educationalists, and counsellors who need to be aware of the possibility of children using social networking sites inappropriately and excessively and who need to create intervention strategies to address the issue.

Sijtsma et al., (2023) examined ‘Social Network Position, Trust Behaviour, and Neural Activity in Young Adolescents’. Focused on the centrality of positions within social networks was related to trust behaviour and neural activity in 49 adolescents. Participants took part in a trust game with a cartoon animation as a partner, which displayed adaptive behaviour in response to the participant and was generally dishonest. The findings revealed that more central social network positions were related to higher initial trust behaviour. Furthermore, after the partners return was processed, the adolescents with more central network positions had higher increases in cingulated activity than the adolescents with fewer central network locations.

Naidu et al., (2023) assessed social networking sites usage through a study titled ‘Problematic Internet and Social Network Site Use in Young Adults: The Role of Emotional Intelligence and Fear of Negative Evaluation’. The current study adds to the body of literature by evaluating a model that considers the connection between emotional intelligence, fear of unfavourable judgment, and problematic use of the internet and social networking sites. One thousand sixty seven young adults between 18 to 25 years participated in this study, with 44.6 percent men and 55.4 percent women completing self administered online questions. Low self esteem and high social anxiety facilitated the dread of receiving a bad review in social situations. We have established that individuals with high social anxiety and low self esteem frequently utilize the Internet and social networking sites out of fear of receiving unfavourable feedback from others. The results of this study demonstrated that the association between emotional intelligence and problematic usage of the internet and social networking sites is mediated and moderated by fear of negative judgment.

Aizenkot (2020) proposed a study, ‘Online Self Disclosure and Social Networking as Indicators of Cyber Bullying Victimization among Children and Youth’. The study

examined online self disclosure, Internet and social networking site use and the stage of schooling as predictors of cyber bullying victimization in children and young people. The online survey was used to collect data from 5719 Israeli primary and secondary school students (51.9 percent female) throughout the 2019–2020 academic years. The regression and moderation analysis were used to evaluate the predictability of cyber bullying victimization from Internet and social networking sites activity, online self disclosure, and the educational institution phase. Results showed that, usage of Internet and social networking sites, online self disclosure, and the stage of attending an educational institution are all independent and converging predictors of cyber bullying victimization. Moreover, cyber bullying victimization is more common among male students than female students and in primary schools compared to secondary schools. The implications for educational initiatives and advice for parents address the identified cyber bullying victimization predicting factors.

Negriff and Valente (2019) conducted a study to ‘Examine the Test Indicators of Size and Fragmentation of Online Networks of Maltreated Young Adults as Predictors of Intentional and Unintentional Exposure to Sexual Content and Offline High Risk Sexual Behaviour’ and to test maltreatment as a moderator of these associations. The longitudinal study (n = 152; mean age, 21.84 years) on the effects of child abuse. The size (number of friends), density (connections between friends), average degree (average number of links for each friend), and isolation of the network were all calculated using data downloaded from Facebook (those not connected to others in the network). Self reports of deliberate and accidental exposure to sexual stuff online and this research have the consequence that Facebook network demographics may be utilized as a risk indicator for people who have experienced documented child maltreatment. Although less was known about their online social networks, maltreated persons were more at risk for offline maladaptive interpersonal relationships. The results of this study demonstrate that specific network characteristics are connected to high risk exposure to online sexual content.

Bailey et al., (2018) proposed a study, ‘Theoretical and Empirical Underpinnings of a Novel Online Social Networking Intervention for Teenage Suicide Prevention: A Conceptual Review’. The unique requirements of young people are not fully taken into consideration by current suicide prevention strategies. The study aims to combine the most recent research in treating young people who are at risk with an empirically supported

theoretical model of suicide. Here about the potential effectiveness of online interventions based on social media, paying particular attention to how these interventions may be particularly well suited to address interpersonal risk factors for suicide. Studies draw attention to the dangers of such interventions including the chance of spreading. Suggest a newly created, theory driven, online social networking based intervention for preventing teen suicide based on well known theoretical models and gaps in current treatment techniques. Treatments should be theory based, consider the most recent research on what is therapeutically effective, and feel the particular needs of young people. Affinity is a cutting edge, theory driven online social networking intervention presented as a substitute for conventional face to face therapies for young people who suffer suicidal thoughts.

De Doncker and Nyx McLean (2022) entitled a study ‘Social Media, Sleep Difficulties, and Depressive Symptoms: A Case Study of South African Youth in Cape Town’, set out to investigate problematic social media use, often known as using social media excessively, which has been described as an addictive behaviour that resembles many more well known chemical addictions. In order to examine the relationship between social media use, sleep problems, and depression symptoms, 205 young individuals from varied Cape Town neighbourhoods were selected from a survey sample and recruited for this study. The individuals responded to questionnaires that included the Center of Epidemiological Research Depression Scale, the Insomnia Severity Index, and the Social Media Addiction Scale. The results showed a positive association between social media use and sleep issues, and the sample verified that social media use positively impacts depressive symptoms. The results draw attention to the possible risks that youths excessive use of social media and digital devices poses to their health.

Xuesong Zhai et al., (2021) proposed a study, ‘The Secret Ideas of Social Network Site Users: a Scale for Measuring Knowledge Hiding Online in a Knowledge Exchange (KE) context.’ Social networking sites frequently support online learning and knowledge exchange, particularly in initiatives involving the COVID-19 global pandemic, which need collaborative team coordination. Digital infrastructures make instant communication possible. Social networking sites good places for knowledge exchange because learners are reluctant to share knowledge with their peers online due to concerns about trust and protecting their intellectual property rights, which causes online users to hide their knowledge. It was a significant area for improvement in educational and learning

management research to get more attention to online based knowledge exchange practices. This scales development was validated using a mixed methods approach. Findings indicate that the suggested scale helps determine if online information hiding occurs during knowledge exchange activities by organizations. This scale helped enhance the online collaborative learning environment and laid the groundwork for dealing with knowledge exchange related aberrant behavior at their earliest stages.

Tuck and Thompson (2021) proposed a study, ‘Social Networking Site Use During the COVID-19 Pandemic and Its Associations with Social and Emotional Well being in College Students’. It was a survey research. The purpose of this study was to determine a). Components of social networking use (weekly frequency, time per day, habitual use, engagement, enjoyment, addiction, and emotional impact) changed from before to during COVID-19, b). How these changes in social networking use were related to pandemic related social and emotional well being, and c). Social networking use and changes in use during the pandemic were related to loneliness. College students (N=176) were polled while their universities online campus in the United States was operational. Participants completed the same social networking use questionnaires twice, once for the month preceding the onset of COVID-19 and again for the month following this time. Increased perceived social support during COVID-19 was associated with changes in Social networking use frequency, time per day, addiction, and engagement ( $r > 0.18$  for all). Pandemic related stress was linked to changes in social networking addiction and the degree to which ones social networking content was related to the pandemic ( $r > 0.20$  for all). During the pandemic, loneliness was positively associated with social networking addiction ( $r = 0.26$ ) and negatively associated with Social networking engagement ( $r = 0.19$ ). Loneliness was also associated with changes in habit and engagement ( $r = 0.15$  across the board).

### **Research Gap**

The review of literature of the present study clearly showed the existing literature related to social media networking applications, websites, usage among general public and specific targets, impact in personal and social life. No study focused on comparison of rural and urban youth usage of social networking sites and its implications in the life of rural and urban youth. Hence, the present study focused on social networking among the youth and special emphasize on students and employed of rural and urban setup.