CHAPTER 4

RESULTS AND DISCUSSION

The collected data formed the base of the discussion, analysis and interpretation throughout this chapter. The data served as a reflection of the study's findings (Azar, 2022). The results and discussion of the study entitled "**An Analytical Study on Social Networking Among the Youth"** are presented in the following headings:

4.1. Socio Demographic Profile of the Youth
4.2. Social Networking Knowledge among the Youth
4.3. Attitude of the Youth Towards Social Networking
4.4. Analyze the Social Networking Usage and Impact on the Youth
4.5. Impact of Awareness Programme (Pre and Post Assessment) among the Focus Group
4.6. Personal Experiences of Youth on Social Networking Usage – A Case Study

4.1. Socio Demographic Profile of the Youth

India's population is largely rural, which may prolong till 2050 that is until the surpassing of urban population over rural population. The socio demographic profile of the rural and urban youth of the study includes age, gender, educational qualifications, marital status, status of residency of married and unmarried youth, family type, locality of the youth and annual family income of the youth. The socio demographic profile of the youth is depicted in Table 4.1

Table 4.1

Socio Demographic Profile of the Youth

Socio Demographic Factors	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Age (Years)												
15-24	150	100	150	100	300	100	72	48	56	37	128	43
25-34	-	-	-	-	-	-	78	52	94	63	172	57
Gender												
Female	100	67	52	35	152	51	64	43	96	64	160	53
Male	50	33	98	65	148	49	86	57	54	36	140	47
Educational qualification												
Primary education	-	-	-	-	-	-	6	4	-	-	6	2
Secondary education	25	17	5	3	30	10	35	23	12	8	47	16
Higher secondary	86	57	25	17	111	37	55	37	15	10	70	23
Graduate	15	10	50	33	65	22	41	27	95	63	136	45
Postgraduate	13	9	15	10	28	9	4	3	25	17	29	10
PhD	-	-	-	-	-	-	4	3	-	-	4	1
Diploma	11	7	55	37	66	22	5	3	3	2	8	3
Marital status												
Married	-	-	-	-			57	38	78	52	135	45
Status of residency of married youth (n=135)												
Spouse stay apart	-	-	-	-	-	-	26	46	36	46	62	46
Spouse stay with them	-	-	--	-	-	-	31	54	42	54	73	54
Unmarried	150	100	150	100	300	100	93	62	70	47	163	54
Status of residency of unmarried youth												
Parents stay away	10	7	24	16	34	11	38	25	80	53	118	39
Parents stay with them	140	93	126	84	266	89	112	75	70	47	182	61
Living relationship	-	-	-	-	-	-	-	-	2	1	2	1
Type of the family												
Nuclear	82	55	100	67	182	61	111	74	96	64	207	69
Joint	68	45	47	31	115	38	38	25	53	35	91	30
Extended	-	-	3	2	3	1	1	1	1	2	2	1
Locality												
Rural	150	100	-	-	150	50	150	100	-	-	150	50
Urban	-	-	150	100	150	50	-	-	150	100	150	50
Annual income of the family (Rs)												
Below 100000	127	85	66	44	193	64	95	63	49	33	144	48
100000-200000	15	10	66	44	81	27	43	29	56	37	99	33
200000-300000	6	4	15	10	21	7	12	8	14	9	26	9
Above 300000	2	1	3	2	5	2	-	-	31	21	31	10

A demographic profile was framed based on the population, where the youth's socio demographic factors were statistically analysed and found situations such as age, gender, education, income and marriage (Hayes, 2021).

Age represents the developmental transition (William et al., 2018). It was inferred from the above Table that 100 percent of rural and urban student youth were between 15 to 24 years of age. Similarly, 57 percent of employed youth with the highest involvement belonged to the age group of 25 to 34 years. Similarly, 57 percent of employed youth with the highest involvement belonged to the age group of 25 to 34 year. A study by Chen and Xiao (2022) discovered that usage of modern social networking platforms is higher than the traditional communication methods in student youth, which indicates that social networking is becoming an integral part of their daily lives. As social networking continues to grow, its impact on their lives is likely to become even more significant.

Gender is a socially constructed characteristic that applies to both women and men, encompassing their behavior and roles (WHO, 2019). Majority of the youth consists of 67 percent female rural student and 65 percent urban employed youth were female. It was clear that the percentage of rural female student youth and rural female employed youth were higher than that of the male student youth and male employed youth except urban student category.

Education refers to the intentional, structured and maintained effort to transmit, instigate, or acquire knowledge, principles, attitudes, abilities and understandings, in addition to the learning (Chazan, 2022). In regard to the educational qualification of the youth, majority 57 percent of the rural student youth had qualified in higher secondary education but urban student youth showed Diploma as the qualification possessed by 37 percent. Under employed youth category, 37 percent of rural employed youth were qualified in higher secondary education and a majority 63 percent of the urban employed youth had graduation. It was clearly inferred that, most of the students were in higher secondary school level and most of the employed youth were graduates. All the youth were educated, so they may accurately assess the activities on the social network. Similarly, as the employed youth were graduated, their proficiency in job related matters would be higher. Urban youth had higher levels of education than rural youth.

A married person has more social support, financial resources, a higher quality of life, healthier habits and lifestyles. Marital status has long been thought of a sign of social support (Lindstrom and Rosvall, 2019). A cent percent of student youth including both rural and urban were unmarried. Among employed youth, majority 62 percent of the rural employed youth were unmarried and 52 percent of urban employed youth were married.

The government survey report by The Economic Times in 2022 showed a remarkable growth in the proportion of unmarried youth in the age range of 18-29 years, rising from 17 percent in 2011 to 23 percent in 2019. This trend is remarkable, as the family is often considered the most long lasting social organization, yet it is also susceptible to changes and transformations (Sooryamoorthy and Makhoba, 2016). This shift has important implications to understand the family structures and dynamics.

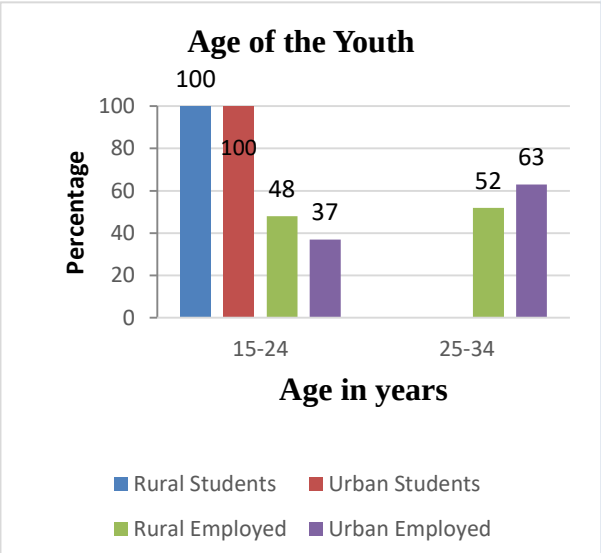
Among married youth, a notable trend emerged. While the married youth actively use social networking, their spouses tend to avoid it. It insisted on direct communication and it was also revealed that 54 percent of spouse of married rural employed youth and urban employed youth stay with them. Hence, the study suggests that married employed youth rely on social networking for communication. Billedo et al., (2015), stated that social networking plays an important role in maintaining a stable relationship. Moreover, it helps to bridge geographical gaps in long distance relationships, providing an alternative means of communication for those with limited resources.

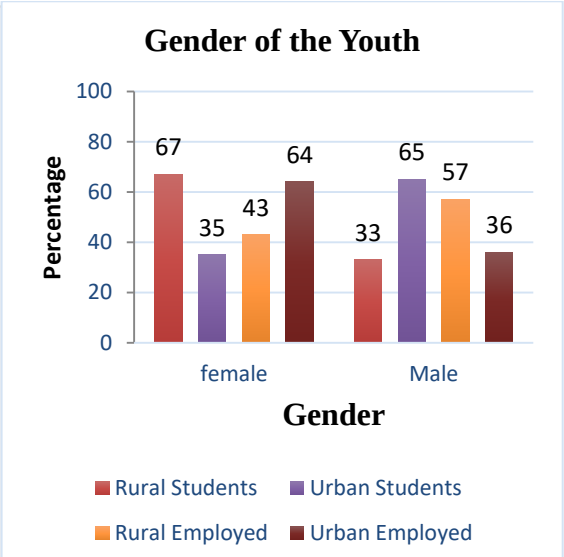
It was observed that a majority 93 percent of the rural student youth's parents and 84 percent of the urban student youth's parents stay with their wards. The same family living trend was also seen in rural employed youth with 75 percent, meanwhile, 53 percent of the urban employed youth's parents stay away from them. The parents of rural and urban student youth and rural employed youth lived with their parents and have direct communication with family members. Badri et al., (2017) explained that the study of students' usage of social networking through the social learning theory revealed that student youth used social networking majorly for academic purposes.

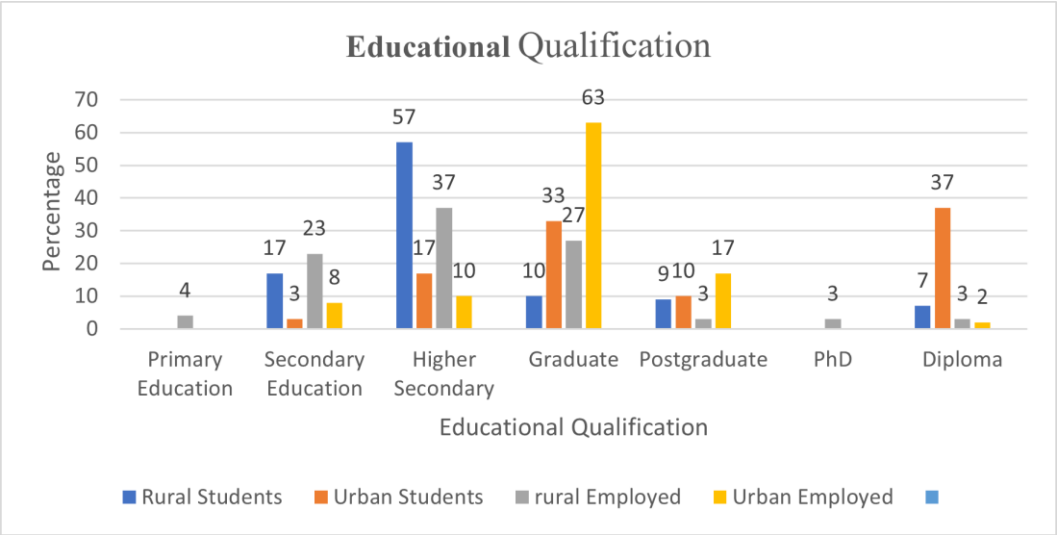
Among the selected youth 55 percent of rural student youth, 67 percent of urban student youth, 74 percent of rural employed youth and 64 percent of urban employed youth were belonging to nuclear family type. According to Gopalakrishnan (2021), career opportunities were increasingly available, leading to more career choice among educated young individuals to establish nuclear family and pursue employment opportunities outside the hometown. The current movements suggest a shift towards self sufficiency and implication of family structures and social dynamics. A community constitutes a network of individuals from diverse backgrounds, united by group behavior, shared viewpoint, and collaborative efforts, and often situated in particular geographic locations or settings (Klein, 2022).

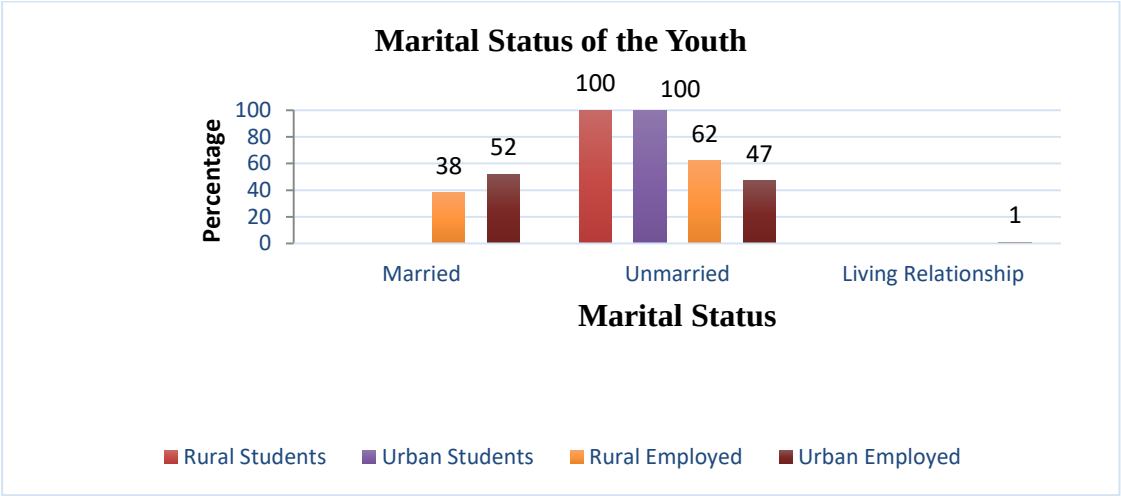
The youth selected for the study were equally distributed and categorized as rural student youth, urban student youth, rural employed youth and urban employed youth. However, a significant digital divide existed in India, primarily attributed to the country's socio economic disparities (Laskar, 2023). The digital gap was largely driven in rural and urban areas, despite the educational and financial differences, and this posed as the surface of the study, which was, the need to address these underlying factors to bridge the digital divide.

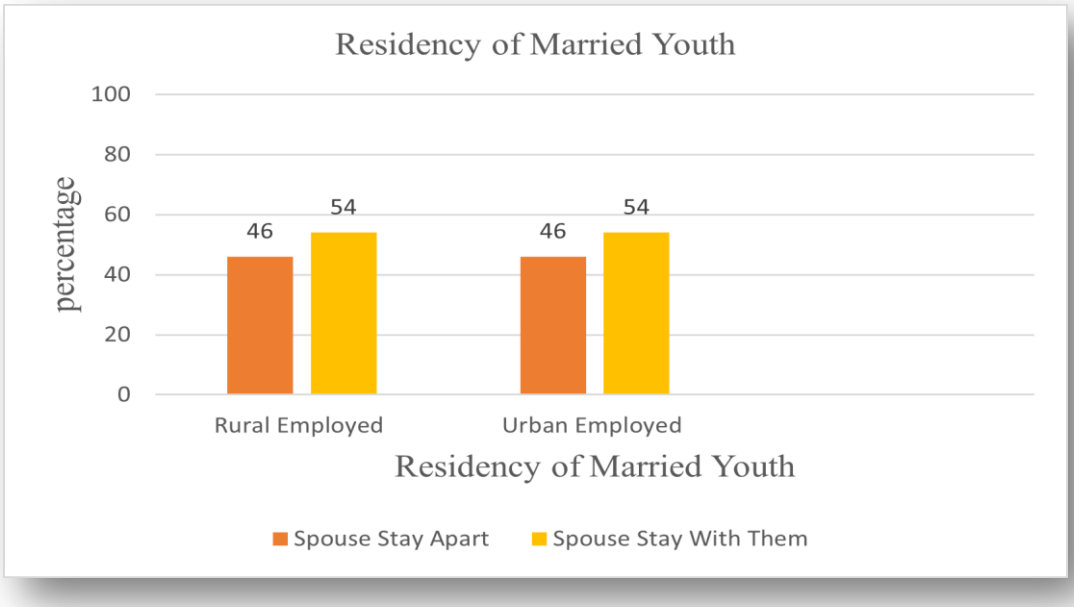
Family income is the amount of nonreturnable income that was left over after taxes and other deductions, and it is the total income earned by each household. It was also the actual amount of money that can be spent in accordance with the family needs, preferences and financial capacity (Paić and Cerne, 2020). The highest 85 percent of the rural student youth belonged to the family annual income, which was below Rs.1,00,000. An equal 44 percent of the urban student youth belong to the annual income category of below Rs. 1,00,000 and Rs.1,00,000 to Rs.2,00,000 respectively. In regard to annual income of employed youth, majority 95 percent of the rural employed youth belong to the category of below Rs.1,00,000 and 56 percent of urban employed youth belong to the annual income category of Rs.1,00,000 - Rs.2,00,000. According to Azeez (2019), an effort was made to determine the seriousness of Kerala unemployment issue, and it was extreme in rural regions, coupling with lack of employment to actual output and employment trends.

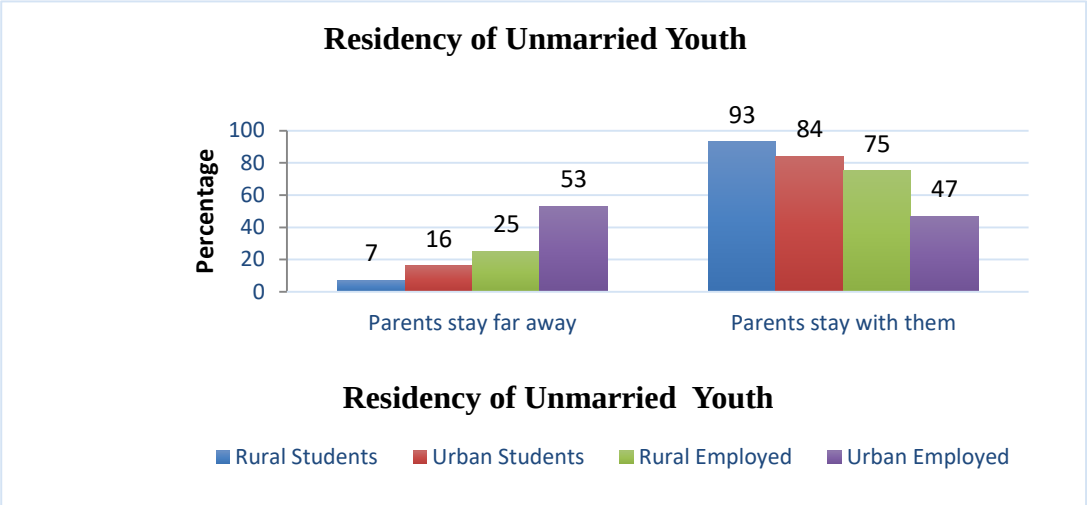


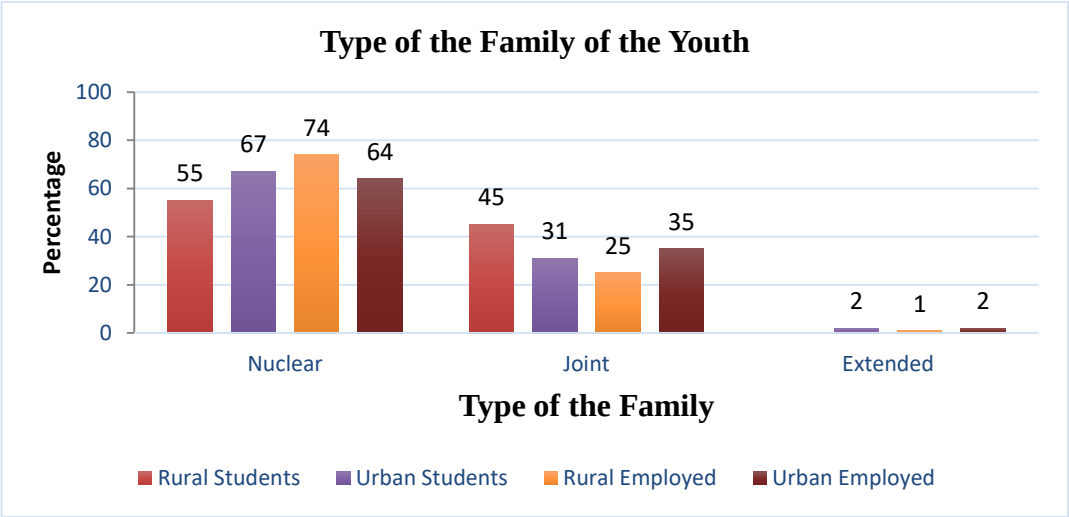



Educational Qualification
Percentage
70
60
50
40
30
20
10
0
4
17
3
23
8
57
17
37
10
10
33
27
63
9
10
3
17
3
7
37
3
2
Primary Education
Secondary Education
Higher Secondary
Graduate
Postgraduate
PhD
Diploma
Educational Qualification
Rural Students
Urban Students
rural Employed
Urban Employed


Marital Status of the Youth
Percentage
100
80
60
40
20
0
38
52
100
100
62
47
1
Married
Unmarried
Living Relationship
Marital Status
Rural Students
Urban Students
Rural Employed
Urban Employed


Residency of Married Youth
percentage
100
80
60
40
20
0
46
54
46
54
Rural Employed
Urban Employed
Residency of Married Youth
Spouse Stay Apart
Spouse Stay With Them





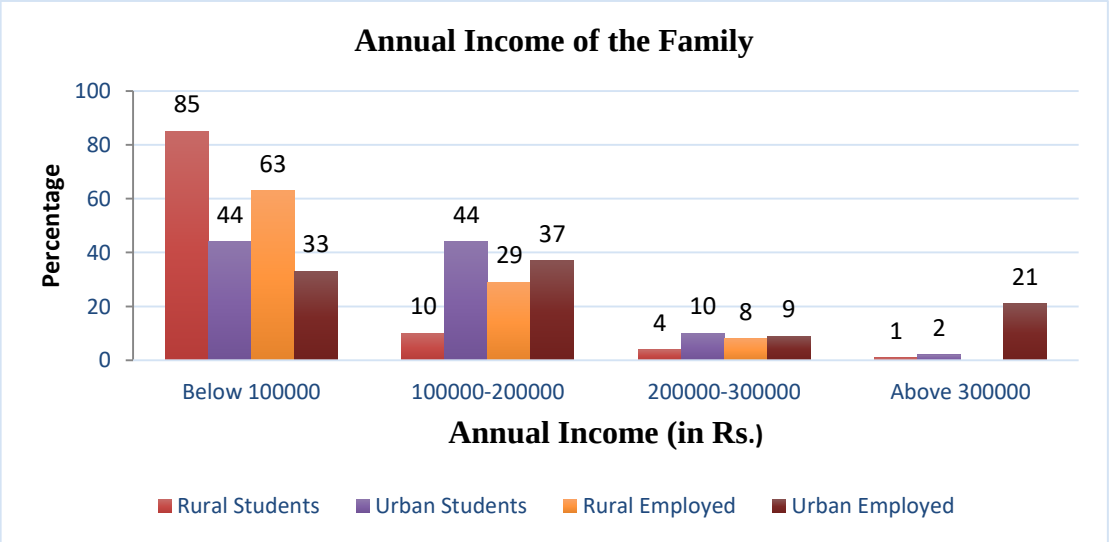


Figure 4.1 Socio Demographic Status of the Youth

4.2. Social Networking Knowledge among Youth

According to Osamah and Ghalab (2016), while social networking offers a wealth of knowledge, it requires skills to utilize effectively. People can gain expertise in social networking through experience and learning, which is essential before harnessing its potential. The social networking knowledge of rural and urban youth are discussed under the following headings.

4.2.1 Knowledge of Youth on Social Networking

4.2.2 Knowledge of Youth on Other Online Application for Communication and Learning Purposes

4.2.3 Knowledge of Youth on Engaged Applications

4.2.4 Knowledge of Youth on Social Networking Operations

4.2.5 Assistance Obtained in Opening Social Networking Page for Youth

4.2.6 Preference of Youth on Social Networking Status Updation

4.2.7 Knowledge of Youth on Intention of Social Networking Usage

4.2.8 Knowledge of Youth on Benefits of Social Networking

4.2.9 Knowledge of Youth on Beneficial Services of Social Networking

4.2.1 Knowledge of Youth on Social Networking

Social networking spreads knowledge at various levels when used for expression. The knowledge of youth on social networking is depicted in Table 4.2.1

Table 4.2.1

Knowledge of Youth on Social Networking

Area of Knowledge	Rural Students (n=150)				Urban Students (n=150)				Total (n=300)				Rural Employed (n=150)				Urban Employed (n=150)				Total (n=300)			
	Knowledgeable		Ignorant		Knowledgeable		Ignorant		Knowledgeable		Ignorant		Knowledgeable		Ignorant		Knowledgeable		Ignorant		Knowledgeable		Ignorant	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Installation of third party application																								
Play store	124	83	26	17	84	56	66	44	208	69	92	31	104	69	46	31	104	69	46	31	208	69	92	31
Search engine																								
Google	140	93	10	7	138	92	12	8	278	93	22	7	128	85	22	15	132	88	18	12	260	87	40	13
G Mail services																								
Available for free	112	75	38	25	134	89	16	11	246	82	54	18	116	77	34	23	132	88	18	12	248	83	52	17
WhatsApp messenger																								
Personal and business purposes	58	39	92	61	68	45	82	55	126	42	174	58	101	67	49	33	68	45	82	55	169	56	131	44
Knowledge on status updation																								
Aware	134	89	16	11	138	92	12	8	272	91	28	9	144	96	6	4	128	85	22	15	272	91	28	9
Social networking operation																								
Operate	134	89	16	11	138	92	12	8	272	91	28	9	150	100	-	-	128	85	22	15	278	93	22	7

The above table depicted the knowledge of rural and urban student youth on social networking, particularly on rural student youth who showed higher knowledge in Google search engine with 93 percent compared to 92 percent of urban student youth. However, 92 percent of urban student youth showed higher knowledge on status updation and social networking operations. Moreover, 61 percent of rural student youth and 55 percent of urban student youth showed ignorance towards WhatsApp Messenger that could be used for both personal and business communication purposes.

In regard to employed youth, rural employed youth showed cent percent of knowledge on social networking operation. A high 88 percent of the urban employed youth proved to be more knowledgeable on search engine and G mail services. In the case of rural employed youth, cent percent of the youth possessed knowledge to operate social networking sites. Among the urban employed youth, 88 percent showed higher knowledge on the free availability of Gmail services and WhatsApp messenger which was used for both personal and business purposes. Employed youth, 100 percent possessed the skills to operate social networking platforms. These findings suggested that rural employed youth might have a stronger understanding of technical aspects of social networking, while urban student youth may be more familiar with online applications.

The findings contradicted with previous reports, such as Cyber security and Infrastructure Security Agency-CISA (2022), revealed that youthwere knowledgeable about safe installation practices. This finding was also contradicting the common assumption that urban employed youth would be more tech savvy. Instead, it suggested that rural employed youth may be more adept at leveraging messaging applications for professional purposes.

It was understood that rural student youth and employed youth know more on ‘third party applications for installation’. Urban student youth and employed youth were more likely to answer wrongly for applications installation. There was a need for awareness and education about third party application for installation among both student youth and employed youth. A significant majority 83 percent of rural student youth installed application from the Play Store, supporting the notion that young people are knowledgeable of trusted sources.

Google being the most widely recognized search engine across both rural and urban groups, the majority of youth had knowledge on Google as a search engine. The findings

aligned with recent research of Pew Research Center (2022), suggested that young people were increasingly savvy about search engines. Through the analysis, it was known that 96 percent of youth aged between 13-17 years used Google to access information online. The findings suggested that urban youth were more likely to be aware of free online services like Gmail due to greater internet access and usage.

4.2.2 Knowledge of Youth on Other Online Applications for Communication and Learning Purposes

Every day, people depend on some online application. The users prefer applications based on their needs, interests and knowledge of the area of interest. Social networking knowledge of the youth on important online applications are depicted in Table 4.2.2

Table 4.2.2

Usage of Social Networking and Other Online Applications for Communication and Learning Purposes

Purposes*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Communication												
Facebook messenger	134	89	126	84	260	87	82	55	110	73	192	64
Educational												
Byjus app	112	75	84	56	196	65	66	44	58	39	124	41
Google classroom	82	55	100	67	182	61	46	31	34	23	80	27
Unacademic learner app	70	47	56	37	126	42	36	24	40	27	76	25
General science	10	7	8	5	18	6	14	9	-	-	14	5
Aptitude test and preparation	4	3	6	4	10	3	12	8	18	12	30	10
Swayam			8	5	8	3	12	8	4	3	16	5
Job Searching												
Naukri	-	-	10	7	10	3	20	13	36	24	56	19
Financial Management												
Khata book	12	8	28	19	40	13	34	23	18	12	52	17
Mpocket	2	1	8	5	10	3	12	8	6	4	18	6

* ***Multiple Responses***

The data in the above table, revealed varying levels of knowledge and usage of online applications among rural and urban youth, across different categories. Communication platforms like Facebook messenger were widely used across all age groups, with the specificity of 89 percent of rural student youth and 84 percent of urban student youth had more user knowledge. In regard to educational platforms like Byjus, majority 75 percent rural student youth used the application, whereas Google class room was more popular among 67 percent of urban student youth; but their usage was comparatively low in employed youth. On the other hand, job search platforms like Naukri were known among employed youth, with 13 percent of rural employed youth and 24 percent of urban employed youth using it, which was significantly very less. Financial management tools like Khata book were more popular among rural employed youth, with 23 percent using it, compared to 12 percent of urban employed youth. Unfamiliarity of the usage would show the less awareness of the particular application. These findings revealed that youth in different life stages and location had varying needs and preferences when it comes to online applications.

4.2.3 Knowledge of Youth on Engaged Applications

Social networking sites were created and are now widely used, encouraging interaction and letting people communicate information and experiences. An engaged application is a mobile app that has users who interact with it frequently and actively. They enable individuals to establish profiles, connect and engage in interaction and collaboration (Ibrahim and Jabri, 2016). Social networking knowledge on engaged applications are depicted in Table 4.2.3

Table 4.2.3

Knowledge of Youth on Engaged Applications

Purposes*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Applications for Chat												
Facebook	84	56	93	62	177	59	81	54	86	57	167	56
WhatsApp	140	93	84	56	224	75	100	67	120	80	220	73
Instagram	10	7	2	1	12	4	-	-	4	3	4	1
Snapchat	8	5	-	-	8	3	-	-	-	-	-	-
Telegram	4	3	-	-	4	1	-	--	-	-	-	-
IMO	2	1	-	-	2	1	-	-	-	-	-	-
Applications for Job Searching												
Linkedln	2	1	5	3	7	2	14	9	44	29	58	19
Applications for Shopping												
Meesho	20	13	8	5	28	9	20	13	18	12	38	13
Flipkart	16	11	4	3	20	7	-	-	-	-	-	-
Amazon	12	8	6	4	18	6	-		2	1	2	1
Applications for Food Ordering												
Swiggy	-	-	50	33	50	17	8	5	44	29	52	17
Zomato	-	-	2	1	2	1	-	-	-	-	-	-
Applications for Finance												
Google pay	56	37	52	35	108	36	78	52	70	47	148	49
Phone pay	-	-	4	3	4	1	-	-	10	7	10	3
Applications for Entertainment												
Smule	24	16	24	16	48	16	16	11	20	13	36	12
Hotstar	2	1	-	-	2	1	-	-	-	-	-	-
Applications for Browsing												
UC browser	40	27	31	21	71	24	37	25	32	21	69	23
Application for Ticket Booking												
IRCTC	-	-	8	5	8	3	9	6	32	21	41	14
Applications for Travelling												
Olacabs	-	-	14	9	14	5	6	4	24	16	30	10
Oyo rooms	-	-	15	10	15	5	15	10	25	17	40	13

Multiple Responses

The above table discussed the knowledge of youth on most engaged applications. Here, WhatsApp was popularly known and highly used by 93 percent of rural student youth and 56 percent of urban student youth, indicating a significant gap in awareness between the two groups. Similarly, LinkedIn, a professional networking application, was found to have low knowledge among student youth, that range done percent in rural and three percent in

urban student youth. Likewise, Meesho, a shopping application, was more familiar to rural student youth, with 13 percent compared to five percent of urban student youth. Then, Swiggy, a food ordering application was well known among urban student youth, with 33 percent aware on that. Next, Google Pay, a digital payment application, was widely recognized across both groups, with 37 percent of rural and 35 percent of urban student youth being knowledgeable about it. Furthermore, urban employed youth revealed to have higher level of knowledge about travel related applications, with 17 percent aware of Oyo and 16 percent aware of Olacabs, compared to 10 percent and four percent of rural employed youth, respectively.

From this, it was clear that the applications were chosen by the youth themselves, based on features like use, purpose and popularity, which could also be the cause of social networking usage. The different kinds of needs could be fulfilled with different types of applications. The trustworthiness of applications increased their popularity and usage that explained the lack of trust in users in certain applications.

4.2.4 Knowledge of Youth on Social Networking Operations

The knowledge and development can be dispersed through a social networks structure, which involves internal and external structure working together (Miralbell, 2015). Knowledge of youth on social networking operations is depicted in Table 4.2.4

Table 4.2.4

Knowledge of Youth on Social Networking Operations

Major Areas of Social Networking Operation*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Profile creation	114	76	88	59	202	67	68	45	68	45	136	45
Page creation	58	39	60	40	118	39	68	45	50	33	118	39
Privacy importance	76	51	64	43	138	46	68	45	60	40	128	43
Public standards	30	20	58	39	88	29	44	29	44	29	88	29
New video upload	100	67	80	53	180	60	86	57	80	53	166	55
Content creation	36	24	56	37	92	31	40	27	42	28	82	27

Multiple Responses

According to the above data, it was clear that 76 percent of rural student youth and 59 percent of urban student youth know about profile creation. Meanwhile, 57 percent of rural employed youth and 53 percent of urban employed youth expressed their knowledge on video creation and upload in applications. It was known that profile creation, privacy

importance and content creation were the major area of interests among student youth and employed youth. The analysis showed that social networking was fundamental part of youth life, and they had a good understanding of how to operate these platforms. According to Verma et al., (2021), technical knowledge is a vital skill in social networking, and its proficiency is essential for success in the digital economy and rapidly growing employment sectors.

4.2.5 Assistance Obtained in Opening Social Networking Accounts for Youth

Social networking activity can be done initially through external assistance till one completely acquire knowledge on operations. Assistance obtained in opening social networking accounts for youth are given in Table 4.2.5

Table 4.2.5

Assistance Obtained in Opening Social Networking Accounts for Youth

Assistance Obtained	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Self	120	80	118	79	238	79	99	66	95	63	194	65
Parents	24	16	6	4	30	10	6	4	10	7	16	5
Friends	4	3	24	16	28	9	16	11	22	15	38	13
Collogues	-	-	-	-	-		4	3	12	8	16	5
Relatives	2	1			2	1	2	1	8	5	10	3
Media	-	-	2	1	2	1	14	9	3	2	17	6
Spouse	-	-	-	-	-	-	9	6	-	-	9	3

A majority 80 percent of rural student youth and 79 percent of urban student youth expressed that they had created their own social networking page by themselves for social networking operations. As far as employed youth was concerned, 66 percent of rural employed youth and 63 percent of urban employed youth also expressed that they themselves assisted in opening social networking accounts.

4.2.6 Preferences of Youth on Social Networking Status Updation

Status updates are significant and priority for users of social networking to share their day to day activities, which are updated on personal and social networking profiles. It also assists in determining the user's mental health through their updates. The preferences of youth for the social networking status updation are depicted in Table 4.2.6

Table 4.2.6

Preferences of Youth for Social Networking Status Updation

Preferences	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Motivation	30	20	20	13	50	17	23	15	36	24	59	20
Love	14	9	35	23	49	16	16	11	4	3	20	7
Music	3	2	6	4	9	3	7	5	8	5	15	5
Current news	2	1	10	7	12	4	12	8	16	11	28	9
Photos	31	21	7	5	38	13	24	16	22	15	46	15
Situational	70	47	72	48	142	47	68	45	62	41	130	43
Sports	-	-	-	-	-	-	-	-	2	1	2	1

The above table shows the status updating preferences of youth on social networking platforms. A majority 47 percent of rural student youth and 48 percent of urban student youth, as well as 45 percent of rural employed youth and 41 percent of urban employed youth,updated status on the basis of their situation.

The table also revealed the situational status updation as a prevalent preference among youth. This suggested that status updating behaviour of people was highly dependent on their circumstances that emphasised the dynamic nature of online communication. This finding was consistent with a study published in the Journal of Computer Mediated Communication (2019), declared that social media use is influenced by social context and environment.

4.2.7 Knowledge of Youth on Intention of Social Networking Usage

People spend time on social networking sites to meet new people, to stay in touch with old ones, to observe trends, to voice ideas and to gauge how they feel about problems, monitor updates, and to do business (Liming et al., 2016). The social networking knowledge on proper intention among the youth are depicted in Table 4.2.7

Table 4.2.7
Knowledge of Youth on Intention of Social Networking Usage

Intension*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Communication	134	89	122	81	256	85	92	61	92	61	184	61
Business	44	29	70	47	114	38	62	41	52	35	114	38
Knowledge sharing	112	75	76	51	188	63	56	37	58	39	114	38
Content creation	46	31	46	31	92	31	38	25	40	27	78	26
Online discussion	92	61	80	53	172	57	44	29	44	29	88	29
Entertainment	102	68	86	57	188	63	84	56	76	51	160	53
No idea	-	-	-	-	-	-	6	4	2	1	8	3

Multiple Responses

The above table depicted how majority of youth, both student youth and employed youth, understand the proper intentions of social networking. A majority 89 percent of rural student youth and 81 percent of urban student youth prioritize communication as the primary intention. The same intention was also seen in 61 percent of rural employed youth and urban employed youth for engage in social networking.This finding was similar to a study by the Data and Society Research Institute (2020) that revealed 80 percent of young adults have a good understanding of social networking platforms and their uses.

The data showed that the majority of 80 percent of student youth had knowledge of using social networking for communication purposes. It indicated a high level of awareness about the online platform's potential for social activity and connection. This was consistent with the concept of 'Digital literacy' (Hobbs, 2020), which suggested individuals the need to possess the skills to effectively use and navigate social networking.

4.2.8 Knowledge of Youth on Benefits of Social Networking

Social networking emphasized information dissemination and invention (Wang and Meiselwilz, 2015). Knowledge of youth on benefits of social networking is depicted in Table 4.2.8

Table 4.2.8

Knowledge of Youth on Benefits of Social Networking

Benefits*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Knowledge development	126	84	84	56	210	70	70	47	88	59	158	53
Relationship management	56	37	56	37	112	37	48	32	26	17	74	25
Share ideas	80	53	32	21	112	37	24	16	28	19	52	17
User generated content	8	5	6	4	14	5	6	4	2	1	8	3
Not getting benefits	-	-	5	3	5	2	2	1	6	4	8	3

Multiple Responses

The above data depicted that 84 percent of rural student youth and 56 percent of urban student youth were aware of the fact that 'knowledge development' was one of the benefits of social networking, followed by 47 percent of rural employed youth and 59 percent of urban employed youth.

The data disclosed that the majority of youth recognize knowledge development as a key benefit of social networking, indicating an understanding of the platform, which was potential for learning and self improvement. Social networking was perceived as a valuable tool for acquiring knowledge, skills and information, which was essential for personal and professional growth of the youth.

4.2.9 Knowledge of Youth on Beneficial Services of Social Networking

Social networking and modern technology were powerful facilitators of group learning that support innovative ideation, knowledge sharing, and material exchange in an online community (Sarwar et al., 2018). Social networking knowledge on beneficial services among the youth are depicted in Table 4.2.9

Table 4.2.9

Knowledge of Youth on Beneficial Services of Social Networking

Beneficial Services*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Education	96	64	98	65	194	65	68	45	72	48	140	47
Online recruitments services	68	45	72	48	140	47	60	40	68	45	128	43
Customer relationship management and marketing	50	33	48	32	98	33	54	36	64	43	118	39
Finance /banking	48	32	32	21	80	27	30	20	30	20	60	20
Dating	10	7	32	21	42	14	22	15	22	15	44	15
No idea	42	28	-	-	42	14	14	9	16	11	30	10

**** Multiple Responses***

Considering the popularity and usage of social networking websites, the beneficial services have been extended to many areas such as education, career, business, banking and dating. A majority 64 percent of rural student youth and 65 percent of urban student youth used social networking for educational purposes, meanwhile, 45 percent of rural employed and 48 percent of urban employed youth showed interest in use of social networking for educational purposes.

The data highlighted the diverse beneficial services of social networking applications, with education as the most prominent benefit (65 percent of total student youth). This was consistent with a recent study by Kumar et al., (2022), which explained social media platforms are increasingly being used for educational purposes, such as online learning and career development.

4.3. Attitude of the Youth Towards Social Networking

The popularity of social networking is increasing, and it may affect the growing generation in many ways as it becomes indispensable. As a result, attitude of many people and approaches were different. They may be influenced by social networking and it could affect one's social life, relationships, lifestyle, health, privacy, secure life, learning work, and efficiency (Abraham, 2020). The attitudes of youth towards social networking are discussed under the following:

4.3.1 Emotional Attitude of Youth towards Social Networking

4.3.2 Behavioral Attitude of Youth towards Social Networking

4.3.3 Positive Attitude of Youth towards Social Networking

4.3.4 Negative Attitude of Youth towards Social Networking

4.3.1 Emotional Attitude of Youth Towards Social Networking

The emotional attitudes of youth towards social networking are examined using the Likert scale and presented in Table 4.3.1

Table 4.3.1

Emotional Attitude of Youth Towards Social Networking

Social Networking	Rural Students (n=150)					Urban Students (n=150)					Rural Employed (n=150)					Urban Employed (n=150)				
	SA (%)	A(%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)
Helps to maintain the relationship	28	64	3	5	-	33	41	16	7	3	28	60	7	5	-	17	53	13	14	3
Provides deep relationship	10	47	17	25	1	13	40	23	21	3	5	47	17	31	-	9	41	15	24	11
Content creation is used to express attitude without fear	23	44	19	13	1	13	60	15	9	3	17	49	17	14	3	7	57	13	15	8
Friends sometimes dissatisfying the relation	12	39	13	28	8	10	32	30	25	3	7	49	19	21	4	7	50	18	22	3
Worries between the partners due to use of networking sites or being online	9	23	33	31	4	9	35	40	12	4	12	49	11	27	1	12	40	32	15	1
Eliminates something from past when people were less mobile	24	41	26	8	1	6	36	25	20	13	1	55	19	23	2	8	41	23	23	5
Not getting the attention from social networking sites for the profile leads to depression	2	16	17	47	18	3	16	40	38	3	1	26	25	44	4	8	28	41	20	3

SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

The findings from the above tabulation, measured using the Likert scale, revealed the emotional attitude of youth towards social networking. Seven statements related to emotional attitude were preferred for the study. A majority 64 percentage of the rural student youth and 60 percent of rural employed youth agreed to 'helps to maintain the relationship', whereas, 60 percent of the urban student youth and 57 percent of urban employed youth agreed to 'content creation is used to express attitude without fear'.

Rural student youth and employed youth in particular, demonstrated a strong affinity for social networking leveraging, primarily to explore and deepen relationships, because they recognized that social networking transcended superficial connections, enabled continuous interaction and fostered a sense of closeness. Rural employed youth showed the highest level of agreement, indicating a deeper emotional connection to social networking. Luhtefeld and Jordan (2022) explained the dual nature of social networking. Even though it was a platform for preserving offline relationships and making new online connections, it introduced new worries and concerns, likely, the risk of breaking up with their networking friends or engaging in no intimate relationships. Social networking created a community where people could interact, share thoughts, organize events and exchange ideas, moreover, navigating these challenges helped in building and maintaining valid relationships.

Through the observations, it was known that urban student youth and employed youth have slight difference in emotional attitude. Urban employed youth showed the highest level of agreement, likely due to the stress and pressure of their busy lives, making them more vulnerable to the emotional impact of online relationships. It highlighted the dual impact of social networking on wellbeing. It gave an indispensable means of communication enhances job opportunities, collaboration, health and professional life. On the other hand, it posed negative ramification such as cyber bullying, fraud, privacy invasion and addiction, particularly among teenagers. Social networking can also undermine direct interaction time, essential for building and maintaining meaningful connections with friends and family (Saini et al., 2020).

This suggested that social networking has spanned the gap in long distance communication, allowing people to connect and interact without geographical barriers. The rural employed youth showed a strong affinity for this statement, indicating a high level of sensitive connection to social networking. This finding lines up with Gutzmann's (2018)

research, which explored the evolving nature of social networking. As social networking developed attraction with more people in different ways, such as encouraging friendships, maintaining relationships, sharing private information and communicating with acquaintances, it had become an essential tool for communication, by surpassing traditional methods such as letter writing, also by reducing geographical barriers, social media has enabled long distance relationships and modify the way people interact.

It was understood that rural youth exhibit a strong emotional affinity for social networking sites, with varying attitudinal connections across different categories. Mainly, rural student youth demonstrated a particularly high emotional attitude towards social networking, due to the opportunities it provided for exploration and connection. The active participation of both rural and urban youth indicated growth potentiality and opportunity harness. Consistent with the findings, data from the Indian Brand Equity Foundation (2015) shows that social media usage in rural India has enlarged in the past year, with a 33 percent growth rate in internet users since June 2014.

4.3.2 Behavioral Attitude of Youth Towards Social Networking

Social networking has an impact on interaction and relationships that induced desire in all individuals for interaction and attention seeking. Such type of social trait explained the attitude and behaviour of an individual towards a community or group (Saeed et al., 2018).Behavioral attitude towards social networking is depicted in Table 4.3.2

Table 4.3.2

Behavioral Attitude of Youth Towards Social Networking

Social Networking	Rural Students (n=150)					Urban Students ((n=150)					Rural Employed (n=150)					Urban Employed (n=150)				
	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)
Not an interested area	2	24	16	47	11	9	20	29	35	7	7	35	17	36	5	1	47	27	21	4
Interested in chat application	8	16	8	53	15	17	23	17	36	7	13	27	7	49	4	55	32	5	7	1
Needs some changes for active participation	13	36	17	24	10	24	44	20	9	3	17	43	11	25	4	8	39	28	23	2
Used news reading very enthusiastic	20	36	20	20	4	13	23	25	27	12	20	63	4	8	5	28	20	11	31	10
Never bother about the privacy policies	22	61	5	11	1	19	50	19	8	4	6	48	7	36	3	4	41	14	27	14
Changes mentality of the people	23	49	17	8	3	16	53	15	9	7	15	61	7	15	2	4	60	12	22	-
Provide freedom to use own profiles	36	47	8	5	4	28	48	15	8	1	40	41	13	6	-	19	55	15	8	3
Active user of social networking sites	12	31	32	24	1	16	40	32	12	-	9	54	17	19	1	11	57	16	11	5
Fear in social media isolation	19	19	29	24	9	18	25	28	24	5	21	16	9	51	3	3	24	24	44	5
Improves sexting	9	33	32	17	9	14	20	24	23	19	17	37	13	30	3	13	45	12	29	1
Hobbies /recreational activities were lost	13	19	15	37	16	20	29	19	20	12	16	27	7	47	3	10	17	23	43	7

SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

According to the above data, for the statement ‘social networking is mostly not an interested area’, 47 percent of rural students disagreed, as they indicated that their interest was on social networking activities. In contrast, 47 percent of urban employed youth agreed with the statement ‘not an interested area’ due to busy work schedules or a preference to save time.

While social networking offered a broad range of features, some individuals believe its sole purpose was for communication and messaging. Fifty three percent of rural students disagreed with the statement ‘only interested in chat application’, indicating that they utilize social networking sites for various purposes beyond chat applications. Research by Azizi et al., (2019) highlighted the value of social networking platforms in the classroom that enabled student youth to interact with teaching communities and access updated information to enhance their education. This is supported by Yu et al., (2010), who found that social networking can positively impact learning outcomes. Interestingly, 55 percent of urban employed strongly agreed the statement ‘only interested in chat application’. This contrasts with rural communities, where social connections with family, friends and neighbours were often stronger and more meaningful. Specifically, 44 percent of urban student youth agreed that social networking needs some changes for active participation.

Social networking can lead to decreased satisfaction with one’s accomplishments, as noted by Clark et al., (2017). Moreover, social networking usage hindered communication that can expose individuals to social comparison and isolation, posing threats to their wellbeing. As noted by Jain et al., (2021) most users were concerned about privacy related issues, but they still share personal information and media on social networks, raising security and privacy concerns.

The statement ‘social networking changes mentality of the people’ received agreement from 61 percent of rural employed youth, 49 percent of rural students, 53 percent of urban student youth and 60 percent of urban employed youth. These findings suggested that social networking significantly influences individual mentality across various groups. In the past, people’s perspectives used to be negative on social networking sites usage, but perceptions have shifted over time.

Previously, people restricted complete utilization of their profiles, such as women being unable to upload photos. However, according to the statement, ‘social networking

accounts provide freedom to use their profiles', 47 percent of rural student youth, 48 percent of urban student youth, 41 percent of rural employed youth and 55 percent of urban employed youth agreed that statement. Urban employed youth showed the highest behavioural attitude towards social media networking.

The statement 'active user of social networking sites' showed agreement from 31 percent of rural student youth, 40 percent of urban student youth, 54 percent of rural employed and 57 percent of urban employed youth. This statement was strongly agreed by 12 percent of rural students youth, 16 percent of urban students youth, 9 percent of rural employed youth and 11 percent of urban employed youth. Neutral response was observed from 32 percent of rural student youth, 32 percent of urban students youth, and 17 percent of rural employed and 16 percent of urban employed youth. Twenty four percent of rural students, 12 percent of urban students, and 19 percent of rural employed and 11 percent of urban employed youth had disagreed to the statement 'active user of social networking sites'. Twenty percent of rural employed strongly disagreed to active use of social networking sites as other categories showed very low percentages like five, one and no response by the urban employed youth, rural student youth and urban student youth respectively.

When the statement, 'have fear in social networking isolation' was analyzed, 29 percent of rural student youth and 28 percent of urban student youth showed a neutral attitude, while 51 percent of urban employed and 44 percent of rural employed youth disagreed. This suggested that employed youth had less concerns about social networking isolation and most likely to express their opinions and engage with others online, without worrying about potential isolation. Social networking platforms enabled users to share content, express opinions and connect with others. In contrast, student youth seemed to be more reserved in their online interactions and may hesitate to share their opinions or engage with others, as they were afraid of social networking isolation. The results showed 33 percent of rural students, 37 percent of rural employed youth and 45 percent of urban employed youth agreed with the statement 'improves sexting', alongside urban employed youth, who showed the highest agreement for the same. The ease of approach to sexual content showed applications that contributed to ascending misuse of the content, leads to a shift in public behaviour. According to Foody et al., (2023), sexting is a regular exercise among young people, which can foster intimacy, enthusiasm and self expression in interactions. Although

coerced sexting has been linked to cyber bullying, dating violence, online abuse and offline sexual intimidation, making it a troublesome.

The statement ‘hobbies/recreational activities were lost’ revealed interesting insights of social networking on youth behavior. Among students, 37 percent of rural student youth disagreed but 29 percent of urban student youth agreed that social networking usage leads to a loss of hobbies and recreational activities that indicated poor time management and excessive social networking usage. This was consistent with World Health Organization (2019) reports that excessive social networking use is linked to unhealthy lifestyles and behavioral disorders (Farooq et al., 2021). However, employed youth showed a different trend, with 47 percent of rural employed and 43 percent of urban employed youth disagreed with the statement. This suggests that employed youth proved more likely to maintain their hobbies and recreational activities despite social networking use. Notably, urban employed youth showed a higher tendency to view social networking as more than just a chat application, believing it could change mentality and improve sexting. The findings showed significant differences in behavioral attitudes between student youth and employed youth.

4.3.3 Positive Attitude of Youth Towards Social Networking

Social media has shown to offer a great deal of promise as a medium for promoting community involvement and beneficial for the growth of youth. Previous investigations have demonstrated the value of social networks in fostering a stronger connection with the general population (Lee and Horsely, 2017). Youth positive attitude towards social networking is depicted in Table 4.3.3

Table 4.3.3

Positive Attitude of Youth Towards Social Networking

Social Networking	Rural Student (n=150)					Urban Student (n=150)					Rural Employed (n=150)					Urban Employed (n=150)				
	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)
Communication opens other possibilities in the world	51	45	1	3	0	41	52	7	0	-	37	58	4	0	1	31	60	6	-	3
Part of daily routine	35	41	15	5	4	20	51	24	5	-	11	72	5	12	-	12	75	4	9	-
Used to express their own attitude without fears	27	44	21	7	1	26	45	21	8	-	7	80	11	2	-	6	69	16	6	3
Have useful applications	53	39	3	5	-	48	40	7	4	1	28	63	6	3	-	9	79	5	4	3
Provides knowledge and opportunities	64	28	7	1	-	48	44	7	1	-	24	63	8	3	2	19	72	8	1	-
Provides information quickly	65	23	5	5	2	43	43	9	5	-	16	75	8	1	-	15	68	15	1	1
Widely used in official work	39	37	19	4	1	31	45	17	4	3	19	64	8	9	-	7	72	13	7	1
Magnifying the communication and learning	43	39	12	5	1	29	49	12	5	5	27	59	9	4	1	12	63	20	5	-
Opens the business opportunity via social marketing	32	37	23	8	-	41	41	11	4	3	29	59	4	8	-	20	69	7	3	1

SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

In regard to ‘communication opens other possibilities in the world’, among the respondents 51 percent of rural student youth strongly agreed, followed by 45 percent agreed, with only one percent expressed neutral and three percent disagreed. Among urban student youth, 52 percent agreed and 41 percent strongly agreed, with only seven percent expressed neutral.

Fifty eight percent of rural employed youth agreed to the statement ‘communication opens other possibilities in the world’ followed by 37 percent strongly agreed, with only four percent expressed neutral, and one percent strongly disagreed. Among urban employed youth, 60 percent agreed and 31 percent strongly agreed, 6 percent expressed neutral and 3 percent strongly disagreed to the statement communication opens other possibilities.

The part of daily routine was agreed by 41 percent of rural student youth and 35 percent strongly agreed. Among urban student youth, 51 percent agreed, 20 percent strongly agreed, with 24 percent expressed neutral. Among selected youth, seventy two percent of rural employed youth agreed, 11 percent strongly agreed the statement. Among urban employed youth, 75 percent agreed and 12 percent strongly agreed the statement.

‘Used to express their own attitude without fears’ was agreed by 44 percent of rural student youth and 27 percent strongly agreed. Among urban student youth, 45 percent agreed and 26 percent strongly agreed. Majority 80 percent of rural employed youth agreed and seven percent strongly agreed the statement. Among urban employed youth the same statement was agreed by majority 69 percent of urban employed youth and six percent of strong agreement. ‘

The statement ‘have useful applications’ was strongly agreed by 53 percent of rural student youth strongly agreed and 39 percent agreed. For the same statement 48 percent of urban student youth agreed and 40 percent strongly agreed. In connection to that majority 63 percent of rural employed youth agreed and 28 percent strongly agreed. Among urban employed youth, 79 percent agreed and nine percent strongly agreed.

For the statement ‘provides knowledge and opportunities’ 64 percent of rural student youth strongly agreed, while 28 percent agreed. Among urban students, 48 percent strongly agreed and 44 percent agreed. Sixty three percent of rural employed agreed the statement ‘provides knowledge and opportunities’ and 24 percent strongly agreed. Among urban employed youth, 72 percent agreed and 19 percent strongly agreed.

According to the responses for the statement 'provides information quickly', a majority of 65 percent of rural student youth strongly agreed, with 23 percent agreed. Among urban student youth, 43 percent agreed and 43 percent strongly agreed the statement. Seventy five percent of rural employed youth agreed and 16 percent strongly agreed the statement. Among urban employed youth, 68 percent agreed and 15 percent strongly agreed the statements.

'Widely used in official work' was agreed by 37 percent of rural student youth and 39 percent had strongly agreed while, among urban student, 45 percent agreed and 31 percent strongly agreed the statements.

4.3.4 Negative Attitude of Youth Towards Social Networking

Persons attitude whether favourable or unfavourable it was an attitude. Here, the entity under evaluation is referred to as the subject of the attitude. The acts and reactions to the attitude object are referred to as behaviour (Can and Kaya, 2016). Youth negative attitude towards social networking is depicted in Table 4.3.4

Table 4.3.4

Negative Attitude of Youth Towards Social Networking

Social Networking	Rural Students (n=150)					Urban Students (n=150)					Rural Employed (n=150)					Urban Employed (n=150)				
	SA (%)	A (%)	N (%)	D (%)	SD %)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)	SA (%)	A (%)	N (%)	D (%)	SD (%)
Faced huge privacy issues and lots of fake accounts	44	37	8	11	-	45	38	7	3	7	33	56	4	6	1	48	40	9	3	-
Lack of cyber security	8	32	24	31	5	25	32	23	17	3	3	53	20	23	1	16	36	32	16	-
Fraudulent activities	28	41	23	7	1	25	39	27	8	1	21	68	7	4	-	15	52	19	14	-
Platform for more crimes	23	44	25	8	-	27	41	12	19	1	11	65	5	16	3	16	52	19	13	-
Increase the demoralization	16	35	40	8	1	15	31	32	19	3	16	49	23	12	-	20	31	37	11	1
Negative behavior due to over use	29	29	19	19	4	17	32	17	23	11	17	49	15	16	3	28	52	8	11	1
Families do not have positive opinion about social networking	17	29	20	31	3	10	24	33	26	7	16	43	17	24	-	12	41	27	20	-
Message typing behavior influenced writing skills	19	23	20	19	19	27	32	25	8	8	16	52	7	24	1	11	61	11	17	-

SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

In youth negative attitude aspects, 44 percent of rural students, 45 percent of urban students youth and 48 percent of urban employed youth strongly agreed to 'face huge privacy issues and lots of fake accounts' statement, indicating a high level of concern among youth about social networking privacy and security. Despite its popularity, social networking generated significant concerns among rural and urban youth regarding privacy issues that showed high percentages of agreement among both rural and urban students on the negative aspects of social networking.

The data suggested that youth were aware of the potential risks and downsides of social networking. Rural and urban students shared similar concerns about privacy issues and fake account, while individuals weighting the benefits and risks of sharing personal information, they risk privacy violations due to unauthorized data use, breaches of confidentiality, or ineffective security measures (Kumar et al., 2016).

The statement 'lack of cyber security' was agreed by 32 percent of rural student youth and urban student youth each, followed by 53 percent of rural employed and 36 percent of urban employed youth. A high proportion 41 percent of rural students, 39 percent of urban students, 68 percent of rural employed youth and 52 percent of urban employed youth agreed to the statement on 'number of fraudulent activities'. 'Social networking opens a platform for more crime' was agreed by 44 percent of rural students, 41 percent of urban student youth, and 65 percent of rural employed and 52 percent of urban employed youth. The rapid connectivity of social networking has become obscurity and center for criminal activity. The unawareness and ease of connection lead to crimes. The internet's speed and lack of community knowledge create criminals, to exploit security flaws and engage in traditional and cybercrime.

Social networking sites, with their real time interactions, have become a platform for illicit activities and conversations between criminals and the public (Hussain, 2019). In simpler terms, both students and employed youth in rural and urban areas agreed that social networking platforms were prone to fraud and misinformation. Forming fake relationships and spreading false information, leading to financial loss, reputational damage, and emotional distress (Bharne and Bhaladhare, 2023).

Among the selected youth, 40 percent of rural students, 32 percent of urban student youth, 49 percent of rural employed youth and 37 percent of urban employed youth

expressed neutral to the statement 'increase the demoralization'. Negative behavior due to overuse was agreed by 29 percent of rural students, 32 percent of urban students, 49 percent of rural employed and 52 percent of urban employed youth. Demoralization, characterized by low self confidence, powerlessness and despair, can lead to depression, especially among youth, when individuals fail to achieve expected goals (Zheng et al.,2017; Bobeveski et al., 2022) which was also similar to the view of 58 percent of rural student and 55 percent of urban student youth.

Rural students highly experienced negative behavior due to social networking overuse, such as cyber bullying and online harassment. Urban students, on the other hand, may be more likely to experience negative behavior such as decreased attention span and increased screen time. Rural and urban employed, with 51 percent of rural employed and 52 percent of urban employed holding this view. Rural employed may experience negative behavior such as decreased productivity and increased stress, while urban employed may experience negative behavior such as decreased face to face communication and increased digital dependency.

Families do not have positive opinion was disagreed by 31 percent of rural student and 33 percent of urban student youth expressed neural, 43 percent of rural employed and 41 percent of urban employed youth agreed to the same. Excessive social media use can harm family relationships, because disputes and reducing interpersonal satisfaction. It decreases physical contact and bonding among family members. However, social networking can benefit rural families by bridging geographical gaps (Singh and Tyagi, 2023; Prabandari and Yuliati, 2016).

'Typing activity would affect writing skills' was agreed by 23 percent of rural student, 32 percent of urban students youth, 52 percent of rural employed and 61 percent of urban employed youth. Wilson (2018) found that excessive usage harms writing skills due and addiction.

The study revealed that the more time on networking sites negatively impacts writing abilities, leading to a reliance on informal writing styles that differ from traditional writing methods, ultimately affecting letter writing, testing and other conventional writing skills. Here, it was concluded that the employed youth possessed negative attitude towards

social networking. Most rural employed youth showed negative attitude towards social networking compared to other categories of respondents.

4.3.5 Association Between Location of Youth and Social Networking Knowledge and Attitude

The results of correlation analysis between location of youth and social networking knowledge and attitude are presented under the following heads.

4.3.5.1 Association Between Location of Youth and Social Networking Knowledge

4.3.5.2 Association Between Location of Youth and Emotional Attitude Towards Social Networking

4.3.5.3 Association Between Location of Youth and Behavioural Attitude Towards Social Networking

4.3.5.4 Association Between Location of Youth and Positive Attitude Towards Social Networking

4.3.5.5 Association Between Location of Youth and Negative Attitude Towards Social Networking

4.3.5.1. Association Between Location of Youth and Social Networking Knowledge

The rapid involvement of social networking platforms has transformed the way of young people interaction, communication, and share of information. The rapid involvement of social networking platforms has transformed the way young people interact, communicate, and share information. However, the benefits of social networking may not be evenly distributed among youth from different geographic locations. Rural and urban youth have varying levels of access to digital technologies, internet connection and social networking platforms, which could impact the knowledge and usage patterns. The results of the association test between the location of youth and social networking knowledge are depicted in Table 4.3.5.1

Table 4.3.5.1

Association Between Location of Youth and Social Networking Knowledge

Social Networking Knowledge	Rural (n=150) and Urban Students (n=150)		Rural (n=150) and Urban Employed (n=150)	
	Cramer's V Correlation Value	P Value	Cramer's V Correlation Value	P Value
Installation of third party application	0.963*	0.000**	0.957*	0.000**
Search engine	0.957*	0.000**	0.735*	0.000**
G Mail services	0.703*	0.000**	0.869*	0.000**
WhatsApp messenger	0.642	0.000**	0.695*	0.000**
Knowledge on importance and applications	0.579	0.000**	0.698*	0.000**
Knowledge on engaged applications	0.736*	0.000**	0.673*	0.000**
Status updation	0.853*	0.000**	0.492*	0.000**
Social networking operation	0.853*	0.000**	0.492*	0.000**
Intention of social networking	0.761*	0.000**	0.933*	0.000**
Benefits on social networking	0.676*	0.000**	0.750*	0.000**
Social networking beneficial services	0.796*	0.000**	0.784*	0.000**

**** Strongly associated with Cramer's V value 0.70-0.90. ** Significant @ 5% level***

The results of Cramer's V correlation test between location of student youth (rural vs. urban) and their social networking knowledge showed that for all 11 knowledge aspects of social networking, there was a significant association between location of students and their knowledge ($p < 0.005$) was seen. For student youth, the Cramer's V correlation coefficients range from 0.579 to 0.963, indicating a strong association at high significance.

In regard to employed youth, the correlation between location of employed youth and their knowledge ($p < 0.005$) was highly significant. Based on the results, the Cramer's V correlation coefficients range from 0.492 to 0.957, indicating a moderate to strong association between location of employed youth and social networking knowledge. The significant p values (<0.005) for all aspects of social networking knowledge indicate that the associations were statistically significant. The strongest associations were found in knowledge of third party application installation (Cramer's V = 0.957). **Hence the null hypothesis**"**there is no significant association between the location of youth and social**

networking knowledge"was rejected. It is proved that there is a significant association between location of youth and social networking knowledge.

4.3.5.2. Association Between Location of Youth and Emotional Attitude Towards Social Networking

Youth from urban and rural areas may exhibit distinct emotional attitudes towards social networking due to differences in self concept and other emotional etiquettes. The association between location of youth and emotional attitude towards social networking is depicted in Table 4.3.5.2

Table 4.3.5.2

Association Between Location of Youth and Emotional Attitude Towards Social Networking

Emotional Attitude Towards Social Networking	Rural (n=150) and Urban Students (n=150)		Rural (n=150) and Urban Employed (n=150)	
	Cramer's V Correlation Value	P Value	Cramer's V Correlation Value	P Value
Helps to maintain the relationship	0.743*	0.000**	0.719*	0.000**
Provides deep relationship	0.738*	0.000**	0.859*	0.000**
Content creation is used to express attitude without fear	0.718*	0.000**	0.708*	0.000**
Friends sometimes dissatisfying the relation	0.705*	0.000**	0.795*	0.000**
Worries between the partners due to use of networking sites or being online	0.723*	0.000**	0.756*	0.000**
Eliminates something from past when people were less mobile	0.686*	0.000**	0.874*	0.000**
Not getting the attention from social networking sites for the profile leads to depression	0.688*	0.000**	0.516*	0.000**

**** Strongly associated with Cramer's V value 0.70-0.90. **Significant @ 5% level***

Here, the table revealed a significant association between location of youth (urban vs. rural) and their emotional attitudes towards social networking. The Cramer's V correlation coefficients indicated a moderate to strong association between the variables, ranging from 0.516 to 0.874. Strong Association was seen in (Cramer's V > 0.7).

However, out of the 7 statements related to emotional attitude of the student youth, five aspects show strong association and remaining 2 showed moderate associations. The highest association was seen in 'helps to maintain the relationship' with a correlation value of 0.743. The lowest correlation was seen in 'eliminates something from past when people were less mobile' with the Cramer's correlation v value of 0.686.

As similar as the result of student youth, employed youth also showed significant association between location of employed youth and emotional attitude towards social networking. But out of the 7 statements related to emotional attitude of the youth, six aspects showed strong association and only one showed moderate association. The highest association was seen in 'eliminates something from past when people were less mobile' with a correlation value of 0.874. The lowest correlation was seen in 'not getting the attention from social networking sites for the profile leads to depression' with the correlation value of 0.516.

Hence, it was concluded that location of youth played a significant role in developing resilience in emotional attitudes towards social networking. **Hence the null hypothesis "there is no significant association between the location of youth and emotional attitudes"was rejected** and it was proved that there was a significant association between location of youth and emotional attitude.

4.3.5.3. Association BetweenLocation of Youth and Behavioural Attitude Towards Social Networking

Youth from urban and rural areas may exhibit distinct behavioural attitudes towards social networking due to differences in access, usage, and cultural context (Hertz et al., 2022). Results of the association between location of youth and behavioural attitude towards social networking are depicted in Table 4.3.5.3

Table 4.3.5.3

Association Between Location of Youth and Behavioural Attitude Towards Social Networking

Behavioural Attitude Towards Social Networking	Rural (n=150) and Urban Students (n=150)		Rural (n=150) and Urban Employed (n=150)	
	Cramer's V Correlation Value	P Value	Cramer's V Correlation Value	P Value
Not interested area	0.672	0.000**	0.687	0.000**
Interested in chat application	0.635	0.000**	0.566	0.000**
Needs some changes for active participation	0.606	0.000**	0.732*	0.000**
Used news reading very enthusiastic	0.679	0.000**	0.760*	0.000**
Never bother about the privacy policies	0.761*	0.000**	0.507	0.000**
Changes mentality of the people	0.748*	0.000**	0.778*	0.000**
Provide freedom to use own profiles	0.768*	0.000**	0.712*	0.000**
Active user of social networking sites	0.726*	0.000**	0.766*	0.000**
Fear in social media isolation	0.832*	0.000**	0.702*	0.000**
Improves sexting	0.691	0.000**	0.911*	0.000**
Hobbies /activities were lost	0.736*	0.000**	0.730*	0.000**

Strongly associated with Cramer's V Value 0.70 – 0.90. ** Significant @ 5% level

The table revealed the significant association between location of student youth and location of employed youth (urban vs. rural) and their behavioural attitudes towards social networking. The Cramer's V correlation coefficients from the above table indicate a moderate to strong association between the variables, ranging from 0.606 to 0.832. In regard to student youth, out of the 11 statements related to behavioural attitude of the youth, six aspects showed strong association and remaining 5 showed moderate associations. The highest association was seen in 'fear in social media isolation' with a correlation value of 0.832. The lowest correlation was seen in 'needs some changes for active participation' with the V value of 0.606.

As similar as the result of student youth, employed youth also showed significant association between location of employed youth and behavioural attitude towards social networking. But out of the 11 statements related to behavioural attitude of the youth, eight aspects showed strong association and only three showed moderate association. The highest association was seen in 'improves sexting' with a correlation value of 0.911. The lowest correlation was seen in 'never bother about the privacy policies' with the V value of 0.507.

Hence, it was concluded that location of youth plays a significant role in shaping their behavioural attitudes towards social networking. **Hence the null hypothesis "there is no significant association between the location of youth and behavioural attitudes"was rejected** and it was proved that there was a significant association between location of youth and behavioural attitude. As a whole it was inferred that location of youth plays a significant role in behavioural attitude towards social networking.

4.3.5.4. Association Between Location of Youth and Positive Attitude Towards Social Networking

Location of youth (urban vs. rural) may play a significant role in shaping their positive attitude towards social networking, with rural youth potentially benefiting from increased social connections and community engagement (Hertz et al., 2022).Testing the association between location of youth and positive attitude towards social networking is depicted in Table 4.3.5.4

Table 4.3.5.4

Association Between Location of Youth and Positive Attitude Towards Social Networking

Positive Attitude Towards Social Networking	Rural (n=150) and Urban Students (n=150)		Rural (n=150) and Urban Employed (n=150)	
	Cramer's V Correlation Value	P Value	Cramer's V Correlation Value	P Value
Social communication opens other possibilities in the world	0.789*	0.000**	0.740*	0.000**
Social media is the part of daily routine	0.795*	0.000**	0.789*	0.000**
Social media is used to express their own attitude without fears	0.967*	0.000**	0.801*	0.000**
Social media have useful applications	0.847*	0.000**	0.825*	0.000**
Social networking provides knowledge and opportunities	0.909*	0.000**	0.827*	0.000**
Social networking provides information quickly	0.754*	0.000**	0.894*	0.000**
Social media widely used in official work	0.824*	0.000**	0.788*	0.000**
Social networking is magnifying the communication and learning	0.724*	0.000**	0.768*	0.000**
Social networking opens the business opportunity via social marketing	0.762*	0.000**	0.714*	0.000**

**** Strongly associated with Cramer's V value 0.70-0.90. ** Significant @ 5% level***

The table shows the significant association between the location of youth and positive attitudes. This was because all the p values (Sig.) were less than 0.001, indicating a highly significant association between location of youth (rural and urban) and their positive attitudes towards social networking. The cramer's V correlation of student youth ranged from 0.724 to 0.967 indicating a strong positive association between the variables. The results suggested that there was a significant association between location of student youth and their positive attitudes towards social networking. Both rural and urban student youth exhibited strong positive attitudes towards social networking.

In connection with employed youth, the Cramers V correlation test p values (Sig.) showed less than 0.001, indicating a highly significant association between location of

employed youth (rural and urban) and their positive attitudes towards social networking. The correlation coefficients ranged from 0.714 to 0.894, indicating a strong positive association between the variables. The results suggested that there was a significant association between location of employed youth and their positive attitudes towards social networking as both rural and urban employed youth exhibited strong positive attitudes towards social networking. **Hence the null hypothesis "there is no significant association between location of youth and positive attitudes" was rejected** and significant association between the location of youth and positive attitudes is found.

4.3.5.5. Association Between Location of Youth and Negative Attitude Towards Social Networking

Location of youth (urban vs. rural) may play a significant role in shaping their negative attitudes towards social networking, with rural youth potentially facing unique challenges and opportunities (Hertz et al., 2022). The association between location of youth and negative attitude towards social networking are depicted in the Table 4.3.5.5

Table 4.3.5.5

Association Between Location of Youth and Negative Attitude Towards Social Networking

Negative Attitude Towards Social Networking	Rural (n=150) and Urban Students (n=150)		Rural (n=150) and Urban Employed (n=150)	
	Cramer's V Correlation Value	P Value	Cramer's V Correlation Value	P Value
Faced huge privacy issues and lots of fake accounts	0.956*	0.000**	0.815*	0.000**
Lack of cyber security	0.651*	0.000**	0.694*	0.000**
Fraudulent activities	0.914*	0.000**	0.665*	0.000**
Platform for more crimes	0.745*	0.000**	0.727*	0.000**
Increase the demoralization	0.775*	0.000**	0.849*	0.000**
Negative behavior due to over use	0.661*	0.000**	0.699*	0.000**
Families do not have positive opinion about social networking	0.740*	0.000**	0.836*	0.000**
Message typing behavior influenced writing skills	0.734*	0.000**	0.737*	0.000**

**** Strongly associated with Cramer's V value 0.70-0.90. ** Significant @ 5% level***

The results of student youth showed significant association between the location of student youth and negative attitudes. This was because all the p values (Sig.) were less than 0.005, indicating a highly significant association between location of student youth (rural and urban) and their negative attitudes towards social networking. The Cramer's V values ranged from 0.651 to 0.956, indicating a strong association between the variables. The results suggested that there was a significant association between location of student youth and their negative attitudes towards social networking, with both rural and urban student youth exhibiting strong negative attitudes towards social networking use. The strongest associations were found in social networking has 'faced huge privacy issues and lots of fake accounts' (Cramer's V = 0.956).

In connection to the employed youth negative attitudes, a highly significant association between location of employed youth (rural and urban) and their negative attitudes towards social networking was found. The Cramer's V values range from 0.665 to 0.849, indicated a moderate to strong association between the variables. Social networking has 'faced huge privacy issues and lots of fake accounts' (Cramer's V = 0.815) obtained strong association. The results suggested that there was a significant association between location of employed youth and their negative attitudes towards social networking, with both rural and urban employed youth. **Hence the null hypothesis"there is no significant association between the location of youth and negative attitudes"was rejected** and the alternative hypothesis there was significant association between the location of youth and negative attitudes were accepted.

4.4. Analyze the Social Networking Usage and Impact on Youth

The youth social networking usage positively and negatively impacted their lives, such as their character, skills, attitude, efficiency, and health, which socially, physically, mentally, or psychologically affected their well being. The analysis of some areas would reflect their usage and importance and any impact they may have on various types of people, such as rural and urban youth. Analyze the social networking usage and impacts on youth were discussed under following heading:

4.4.1 Social Networking Effects on Youth Character

4.4.2 Social Networking in Enhancing Language Proficiency of Youth

4.4.3 Social Networking in Enhance the Caliber of the Youth

4.4.4 Social Networking in Encouraging Video Making among the Youth

4.4.5 Social Networking Encourages Photography Skills among the Youth

4.4.6 Social Networking Usage to Acquire the Fans/Followers for the Profile of the Youth

4.4.7 Social Networking in Development of Chat Activity to Strangers among the Youth

4.4.8 Social Networking Encourages YouTube Channels among the Youth

4.4.9 Social Networking Developed Online Game Activities among the Youth

4.4.10 Social Networking Leads Hacking Issues among the Youth

4.4.11 Social Networking Leads Life Threatening Issues among the Youth

4.4.12 Social Networking Usage Leads Health Problems among the Youth

4.4.13 Major Interested Social Networking Sites Among the Youth

4.4.14 Social Networking Enhances Job Opportunities among the Youth

4.4.15 Social Networking and Major Social Problems in Society among the Youth

Social networking effects on youth character are depicted in Table 4.4.1

Table 4.4.1

Social Networking Effects on Youth Character

Effects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P Value
Character imitated	68	45	50	33	90.441	0.000*	54	36	20	13	41.026	0.000*
Not imitated	82	55	100	67			96	64	130	87		

****Significant* @ 5 % level**

Among student youth, a higher 67 percent of urban student youth reported they did not imitate characters from social networking usage, compared to 55 percent of rural student youth. In contrast, among employed youth, a higher 87 percent of urban employed youth reported not imitating characters from social networking usage, compared to 64 percent of rural employed youth. This indicates that urban employed youth may be less influenced by social networking in their daily lives. The findings contradictory to existing research that suggests social networking can shape social behaviour and identity (Adegboyega, 2020).

The findings determine the significant association between the rural and urban youth social networking usage in effects on character imitation of the youth. While examining the hypothesis through a chi-square test, rural and urban students and rural and urban employed youth were analysed. The analysis of effects on youth character imitation developed by social networking of the rural and urban student youth showed chi-square value of 90.441, $p<0.05=0.000$, moreover consider rural and urban employed youth showed, chi-square value of 41.026, $p<0.05=0.000$,which means p value less than the significance level, Hence **the null hypothesis was rejected. It revealed that there was significant association between the youth location and character imitation of the youth.**

Based on the above table were used to analyses the factor influencing the character imitation on youth are given in Table 4.4.1.1

Table 4.4.1.1

Factor Influencing the Character Imitation on Youth

*Factors	Rural Students (n=68)		Urban Students (n=50)		Rural Employed (n=54)		Urban Employed (n=20)	
	N	%	N	%	N	%	N	%
Like to imitate	46	68	30	60	22	41	5	25
Interested to act character	40	59	3	6	41	76	2	10
Influencing character	4	6	1	2	4	7	2	10
Entertainment	7	10	34	68	1	2	13	65

Multiple Responses

The above table revealed that youth readily disclosed factors influencing their character imitation. The data shows that 68 percent of rural and 60 percent of urban student youth exhibited a higher tendency to imitate characters. Furthermore, 76 percent of rural employed youth were interested in acting characters, whereas 65 percent of urban employed youth engaged in character imitation for entertainment. This suggested that youth were more likely to engage in this behaviour. These findings highlight the need to investigate the factors driving rural youth interest in acting and the role of entertainment in shaping youth behaviour toward character imitation.

The factor not influencing behind the character imitation in youth are given in Table 4.4.1.2

Table 4.4.1.2

Factor Not Influencing Behind the Character Imitation on Youth

*Factors	Rural Students (n=82)		Urban Students (n=100)		Rural Employed (n=96)		Urban Employed (n=130)	
	N	%	N	%	N	%	N	%
Not interested	48	59	60	60	54	56	79	61
Self love	34	41	40	40	42	44	51	39

The above table depicts the factors discouraging character imitation from youth, most youths across all groups reported not being interested in imitating characters, as 60 percent of the urban student youth not interested to imitate characters, 61 percent urban employed youth and 56 percent rural employed youth showed the highest numbers. It suggested that social networking usage minimizes character imitation among these groups.

These findings indicated that personal interests and self awareness significantly discourage character imitation. Here, employed youth exhibited a stronger disconnect from character imitation, regardless of location. These findings suggested that employed youth, particularly those in urban areas, were less likely to discourage in character imitation from social networking sites.

Social networking in enhancing language proficiency of youth are depicted in Table 4.4.2

Table 4.4.2

Social Networking in Enhancing Language Proficiency of Youth

Effects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P Value
Improvised	130	87	106	71	55.594	0.000*	128	85	126	84	135.332	0.000*
Not improvised	20	13	44	29			22	15	24	16		

**Significant @ 5 % level*

The endless social networking usage developed the probability of language learning. Most of the social networking accounts were in English, but the youth had option to select their convenient language, such as their regional language. It increases the youth vocabulary and improved fluency and efficiency in language speaking and typing. Among student youth, a higher 87 percent of rural student youth reported that social networking improved their language proficiency, compared to 71 percent of urban student youth. This suggested that rural student youth may be more likely to utilize social networking platforms to enhance their language skills. Similarly, among employed youth, a higher proportion 85 percent of rural employed youth reported improved language proficiency through social networking, compared to 84 percent of urban employed youth. This indicated that social networking may be a valuable tool for language development among employed youth, regardless of geographic location.

The findings determined the significant association between the rural and urban youth social networking usage enhancing language proficiency. While examining the hypothesis through a chi-square test, rural and urban students and rural and urban employed youth were analysed. The analysis of effects on youth enhancing language proficiency developed by social networking of the rural and urban student youth showed chi-square value of 55.594, $p<0.05=0.000$, moreover consider rural and urban employed youth showed, chi-square value of135.332, $p<0.05=0.000$, which means p value less than the significance level, Hence the null hypothesis was rejected. It revealed that there was significant association between the youth location and character imitation of the youth. Consistent with the study, Muftah (2022) discovered that 51 percent of participants demonstrated improved language proficiency attributed to social networking. Similarly, Chowdhury (2021) stated that Facebook usage is connected with language upgrade competence among both male 71 percent and female 76 percent participants. The report suggested that social networking platforms have a valuable tool for language acquisition and expansion.

Based on the above table the factors influencing language proficiency of youth is given in Table 4.4.2.1.

Table 4.4.2.1

Factors Influencing Language Proficiency of Youth

*Factors	Rural Students (n=130)		Urban Students (n=106)		Rural Employed (n=128)		Urban Employed (n=126)	
	N	%	N	%	N	%	N	%
Online news and books improve	18	14	42	40	2	2	4	3
Learn language and start speaking	92	71	17	16	-	-	1	1
Reading language quotes /stories/filim improved	35	27	42	40	26	20	36	29
Seeing other language quotes and	-	-	2	2	4	3	5	4
Via communication	4	3	6	6	95	74	93	74
Chatting	1	1	5	5	9	7	6	5

Multiple Responses

The table highlights the factors influencing language proficiency among youth. In rural student youth, 71 percent reported that learning and start speaking and 27 percent reading language quotes, stories, and films improved their language proficiency. Online news and books improved vocabulary by 14 percent of rural student youth. Urban Students youth, 40 percent benefited from online news and books, another 40 percent of them read language quotes, stories, and films and 16 percent of urban student youth learned and spoke. In contrast, of rural employed youth, 74 percent relied heavily on communication, and to a lesser extent, 7 percent chatted. Urban employed youth also emphasized communication by 74 percent, and 29 percent reading language quotes, stories, and films were improved. Here, rural student youth did not see other language quotes and stories as influential, whereas urban employed youth 4 percent and rural employed youth 3 percent found some benefits. Here, language proficiency among students was dominant. Employed youth rely on communication and reading materials. Urban employed youth benefit from diverse language exposure.

Consistent with Jasim's (2023) observation that social networking has facilitated linguistic innovation and inventiveness played a significant role in language development. These findings show the diverse ways social networking and online platforms can support language learning and development.

The factors not developing the language improvement are given in Table 4.4.2.2.

Table 4.4.2.2

Factors Not Developing the Language Improvement

*Factors	Rural Students (n=20)		Urban Students (n=44)		Rural Employed (n=22)		Urban Employed (n=24)	
	N	%	N	%	N	%	N	%
Could not noticed	12	60	17	39	11	50	9	38
Not concentrated that much	10	50	38	86	11	50	15	63

Multiple Responses

The table above identified factors hindering language improvement among youth. The primary obstacles to language improvement are lack of concentration and failure to notice language improvement opportunities. Urban student youth were mostly affected, with 86 percent showing a lack of concentration and 60 percent of rural students failing to notice opportunities, while rural employed youth reported 50 percent lack of concentration and another 50 percent failing to notice. Urban employed youth were reported the lowest numbers, with 38 percent for lack of concentration and 63 percent for failure to notice language improvement.

Social networking to enhance the caliber of the youth are depicted in the Table 4.4.3

Table 4.4.3

Social Networking in Enhance the Caliber of the Youth

Effects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P value
Generated /caliber /skill	110	73	92	61	86.520	0.000*	110	73	96	64	96.970	0.000*
Not developed caliber /skill	40	27	58	39			40	27	54	36		

Significant @ 5 % level

Among student youth a higher 73 percent of rural student youth reported developing caliber compared to 61 percent of urban student youth. Among employed youth a higher 73 percent of rural employed youth reported developing caliber compared to 64 percent of urban employed youth. Rural students and employed youth were more likely to develop

caliber through social networking compared to their urban counterparts. Especially, the highest proportion of not developed calibre was observed in 39 percent of urban students and 36 percent of rural employed youth. However, a closer examination of the data revealed a progressive development in rural areas, where social networking usage was associated with higher caliber development compared to urban areas. These findings exposed the potential of social networking in promoting language learning and development, particularly in rural areas where resources may be scarce.

The table determines the significant association between the rural and urban youth social networking usage in enhancing the caliber of the youth. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth area was analyzed. The analysis of enhance caliber by social networking of the rural and urban student youth showed chi-square value of 86.520, $p<0.05=0.000$, moreover the rural and urban employed youth showed, chi-square value of 96.970, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It revealed there was a significant association between the youth location and enhancement of caliber of the youth.**

Based on the above, data were used to find the factors influencing the social networking enhanced caliber among the youth are given in Table 4.4.3.1

Table 4.4.3.1

Factors Influencing the Social Networking Enhanced Caliber of the Youth

*Factors	Rural Students (n=110)		Urban Students (n=92)		Rural Employed (n=110)		Urban Employed (n=96)	
	N	%	N	%	N	%	N	%
Began video editing	36	33	30	33	35	32	16	17
Started to make variety of food	5	5	3	3	4	4	9	9
Video making	37	34	3	3	34	31	16	17
Singing	1	1	-	-	1	1	4	4
Interaction skill	37	34	28	30	7	6	11	11
Communicative skill	3	3	33	36	37	34	33	34
Creativity	-	-	-	-	-	-	9	9

Multiple Responses

The factors influencing the social networking enhancement of youth calibre, among student youth, 36 percent of urban student youth had improved communication skills. In the

case of employed youth, 34 percent of the rural employed and 34 percent of the urban employed youth improved the communication skills than the other factors.

Consistent with Mancas (2020) supported results, social networking platforms enable users to engage with online culture by creating user generated content, building interactive artifacts using multimedia tools, and uploading content to social networking sites.

Factors not enhancing calibre/skills of the youth are given in Table 4.4.3.2

Table 4.4.3.2

Factors Not Enhancing Caliber/Skills of the Youth

*Factors	Rural Students (n=40)		Urban Students (n=58)		Rural Employed (n=40)		Urban Employed (n=34)	
	N	%	N	%	N	%	N	%
No skill developed	32	80	27	47	16	40	21	62
Not interested to focus in skill development	19	18	31	53	24	60	33	97

****Multiple Responses***

The above table revealed the reasons behind the lack of development in caliber/skills among youth. A significant obstacle to skill development was the lack of skill acquisition, which was reported by 80 percent of rural student youth, 47 percent of urban student youth, 40 percent of rural employed youth and 62 percent of urban employed youth. Additionally, disinterest was a major factor, particularly among 60 percent of rural employed youth and 97 percent of urban employed youth, indicating a struggle to engage with social networking for skill enhancement. Among the 18 percent of rural student youth, relatively less disinterest compared to 53 percent of urban student youth were seen, that suggested the varying levels of motivation.

Social networking in encouraging video making are depicted in the Table 4.4.4

Table 4.4.4

Social Networking in Encouraging Video Making Among the Youth

Activity	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P Value
Started Video making	100	67	96	64	133.33	0.000*	70	47	94	63	78.191	0.000*
Not making any video	50	33	54	36			80	53	56	37		

Significant @ 5 % level

According to the above data, among student youth, 67 percent of rural student youth and 64 percent of urban student youth have started making videos, indicating a high interest in video creation among both groups. Among employed youth 47 percent of rural employed youth and 63 percent of urban employed youth created videos that revealed a moderate interest in video creation among both groups. The data suggested that rural student youth were more likely to start making videos compared to urban students. Urban employed youth were more likely to start making videos compared to rural employed youth. The higher proportion of rural students starting video making may be attributed to the fact that rural areas had limited access to traditional media outlets, making social networking a more vital tool for creative expression.

The findings determine the significant association between the rural and urban youth social networking usage in encouraging video making. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of encouraging video making by social networking of the rural and urban student youth showed chi-square value of 133.33, $p<0.05=0.000$, moreover the rural and urban employed youth showed, chi-square value of 78.191, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and encouraging video making of the youth.**

Based on above data factors influencing video making interest were given in the Table 4.4.4.1

Table 4.4.4.1

Factors Influencing the Video Making Interest of the Youth

*Factors	Rural Students (n=100)		Urban Students (n=96)		Rural Employed (n=70)		Urban Employed (n=94)	
	N	%	N	%	N	%	N	%
Loved to make and posting videos	44	44	21	22	23	33	52	55
Interested very much	17	17	19	20	13	19	3	3
Time pass	16	16	6	6	4	6	18	19
Influence of short videos	7	7	8	8	13	19	15	16
Getting more support from social networking sites	16	16	44	46	15	21	17	18
To exhibit Caliber to public	6	6	3	3	4	6	5	5

**** Multiple Responses***

The primary drivers include a passion for creative expression, strong interest and social media influence. Youth across groups enjoyed making and posting videos; with urban employed youth, a higher 55 percent showed they love to make videos and post the videos to social networking sites. Other groups were significantly less. These findings highlighted the importance of social networking and creative expression in shaping youth interest in video making.

Factors not influencing the video making interest of the youth are given in Table 4.4.4.2

Table 4.4.4.2

Factors Not Influencing the Video Making Interest of the Youth

Factors	Rural Students (n=50)		Urban Students (n=54)		Rural Employed (n=80)		Urban Employed (n=56)	
	N	%	N	%	N	%	N	%
Not much interested to make videos	29	58	29	54	47	59	31	55
Only like to watch videos	21	42	25	46	33	41	25	45

Figure 4.4.4.2 depicts the youth perspectives on lacking interest in video making, with a majority of youth indicating a lack of influence from various factors. A considerable

number of youths that was 58 percent of rural student youth, 54 percent of urban student youth, 59 percent of rural employed youth, and 55 percent of urban employed youth were indicated disinterest. This widespread disregard suggests rudimentary issues, such as inadequate skills, resources, or motivation. The urban employed youth groups exceptionally high disinterest rate warrants particular attention.

Social networking encourage photography skills developed among the youth are depicted in Table 4.4.5

Table 4.4.5

Social Networking Encourages Photography Skills Developed Among the Youth

Skill Development	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P value
Photography skills increasing	124	83	104	69	71.108	*0.000	118	79	114	76	128.814	*0.000
Not increased skills on photography	26	17	46	31			32	21	36	24		

Significant @ 5 % level

The table found that social networking significantly enhanced photography skills among both students and employed youth, with rural youth exhibiting a higher propensity for skills development. Majority, 83 percent of rural student youth and 79 percent of rural employed youth expressed developing photography skills through social networking, compared to 69 percent of urban student youth and 76 percent of urban employed youth. These findings suggested that social networking platforms provide valuable opportunities for photography skills development, particularly among rural youth and employed youth. Consequently, youth were able to leverage their photography skills for economic benefits, transforming their hobby into a profession (Perrin, 2015).

The findings determine the significant association between the rural and urban youth social networking usage photography skills. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of photography skills by social networking of the rural and urban student youth showed chi-square value of 71.108, $p<0.05= 0.000$, moreover the rural and urban employed youth showed, chi-square value of 128.814, $p<0.05=0.000$, which means p

value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and photography skills of the youth.**

Based on the above table factors influencing to increase photography skills of the youth are given in Table 4.4.5.1

Table 4.4.5.1

Factors Influencing to Increase Photography Skills of the Youth

*Factors	Rural Students (n=124)		Urban Students (n=104)		Rural Employed (n=118)		Urban Employed (n=114)	
	N	%	N	%	N	%	N	%
Very much interested to take pictures	26	21	29	28	40	34	35	31
Love photography	43	35	22	21	40	34	35	31
Interested to upload pictures	22	18	23	22	36	31	32	28
Passion	19	15	31	30	38	32	39	34
Making happiness	21	17	23	22	32	27	39	34

Multiple Responses

Among student youth, 35 percent of rural student youth love photography and 30 percent of the urban students expressed they very much passion with photography. In the case of employed youth, higher 34 percent of the rural employed were interested in pictures and loved photography. However, 34 percent of urban employed showed it was there for passion and happiness, suggesting that photography became a means of social expression and status projection, as argued by Diefenbach and Christoforakos (2017).

Based on the above table factors not influencing to for increase photography skills of the youth were given in Table 4.4.5.2

Table 4.4.5.2

Factors Not Influencing to Increase Photography Skills of the Youth

Factors	Rural Students (n=26)		Urban Students (n=46)		Rural Employed (n=32)		Urban Employed (n=36)	
	N	%	N	%	N	%	N	%
Not much interested	17	65	30	65	17	53	20	56
Time consuming	9	35	16	35	15	47	17	47

The above table revealed that a significant number of youths lack interest in photography and hindering skill development. Specifically, 65 percent of rural student youth, 65 percent of urban student youth, 53 percent of rural employed youth, 56 percent of urban employed youth were expressed. Concurrently, employed youth, 47 percent showed the highest disinterest, indicating it was a protracted activity. It pointed out the basic challenges which were inadequate motivation, insufficient resources and exposure. By addressing the challenges, educators and government can create a supportive environment, to help to foster photography skills and creative inspiration among youth.

Social networking usages to acquire the fans/followers for the profile are depicted in Table 4.4.6

Table 4.4.6

Social Networking Usages to Acquire the Fans/Followers for the Profile of Youth

Aspects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value.	N	%	N	%	Chi-square value	P value
Interested	72	48	74	49	142.204	0.000*	96	64	44	29	35.024	0.000*
Not bothered	78	52	76	51			54	36	106	71		

Significant @ 5 % level

The table shows that among student youth, a higher 48 percent of rural student youth and 49 percent of urban student youth reported using social networking to acquire fans/followers. Among employed youth, a higher 64 percent of rural employed youth and 29 percent of urban employed youth reported using social networking to acquire fans/followers. Rural students and employed youth were more likely to use social networking to acquire

fans/followers compared to their urban counterparts. Especially, the highest proportion of youth did not use social networking to acquire fans/followers was observed among 51 percent of urban students and 36 percent of urban employed youth. However, scrutinized data revealed a positive trend in rural areas, where social networking usage was affiliated with a higher likelihood of acquiring fans/followers compared to urban areas.

The judgement regulates the significant association between the rural and urban youth social networking usage acquire the fans/followers for the profile. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of acquire the fans/followers for the Profile by social networking of the rural and urban student youth showed chi-square value of 142.204, $p<0.05=0.000$,moreover the rural and urban employed youth showed, chi-square value of 35.024, $p<0.05=0.000$, which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and acquire the fans/followers for the profile of the youth.**

Based on the above table, the factors influencing to acquire social networking fans /followers among the youth are given in Table 4.4.6.1

Table 4.4.6.1

Factors Influencing to Acquire Social Networking Fans /Followers Among the Youth

*Factors	Rural Students (n=72)		Urban Students (n=74)		Rural Employed (n=96)		Urban Employed (n=44)	
	N	%	N	%	N	%	N	%
To get attention from the public	12	17	13	18	30	31	14	32
Made more friends	26	36	27	36	42	44	18	41
Feel a leader	40	56	44	59	25	26	14	32

Multiple Responses

Among student youth, higher with 59 percent of urban student youth showed leadership aspirations also motivated social networking engagement, seeking to establish themselves as leaders. Among employed youth higher 44 percent of rural employed forming connections played a significant role. These findings justified the need to recognize the diverse motivations driving social networking usage among different demographic groups.

Based on the above table, the factors not influencing to acquire social networking fans /followers among the youth are given in Table 4.4.6.2

Table 4.4.6.2

Factors Not Influencing to Acquire Social Networking Fans /Followers Among the Youth

*Factors	Rural Students (n=78)		Urban Students (n=76)		Rural Employed (n=54)		Urban Employed (n=106)	
	N	%	N	%	N	%	N	%
Privacy issues developed	29	37	39	51	27	50	75	71
No need to acquire fans/followers	25	32	27	36	22	41	79	75
Small group only focused	25	32	10	13	19	35	79	75

Multiple Responses

The above table revealed that there was no influence on acquiring social networking fans/followers among youth. Among students, 51 percent of urban students showed due to privacy issues were not influenced to acquire social networking fans /followers among the youth. Similarly, 75 percent of the urban employed youth do not believe having followers was necessary. They prioritized interacting with small groups.

Social networking in development of chat activity to strangers among the youth are depicted in Table 4.4.7

Table 4.4.7

Social Networking in Development of Chat Activity to Strangers Among Youth

Activity	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P value
Have chat with unknown people	29	19	31	21	138.003	0.000	23	15	38	25	80.066	0.000
No chat with unknown people	121	81	119	79			127	85	112	75		

Significant @ 5 % level

The table shows that among student youth, a higher 81 percent of rural student youth and 79 percent of urban student youth reported not chatting with unknown people. Among

employed youth, a higher 85 percent of rural employed youth and 75 percent of urban employed youth reported not chatting with unknown people. Rural and urban students and employed youth were more likely to avoid chatting with unknown people compared to their counterparts. Especially, the highest proportion of youth who engaged in chat activity with unknown people ranged 21 percent of urban students and 25 percent of urban employed youth. However, a closer examination of the data revealed a positive trend in rural areas, where a lower proportion of youth engaged in chat activity with strangers compared to urban areas. These findings highlighted the prevalence of responsible online behavior among the majority of youth, who recognized the potential risks associated with chatting with unknown people online.

The findings determined the significant association between the rural and urban youth social networking usage in chat activity to strangers. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of chat activity to strangers by social networking of the rural and urban student youth showed chi-square value of 138.003, $p<0.05=0.000$, moreover the rural and urban employed youth showed, chi-square value of 80.066, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and chat activity to strangers of the youth.**

Based on the above data the factors behind the chat activity to strangers among the youth are given in Table 4.4.7.1

Table 4.4.7.1

Factors Behind the Chat Activity to Strangers Among the Youth

*Factors	Rural Students (n=29)		Urban Students (n=31)		Rural Employed (n=23)		Urban Employed (n=38)	
	N	%	N	%	N	%	N	%
Need to explore friend circle	18	62	8	25	8	35	19	50
Make a relationship	12	41	19	61	8	35	18	47
Friendly chat	9	31	9	29	8	35	15	39

Multiple Responses

Among the selected respondents, a higher 62 percent rural student youth need to explore friend circles. Similarly, it was observed that the higher 61 percent of urban students aimed to explore friend circle through social networking sites.

Based on the above data the factors not prefer the chat activity to strangers among the youth are given in Table 4.4.7.2

Table 4.4.7.2

Factors Not Prefer the Chat Activity to Strangers Among the Youth

*Factors	Rural Students (n=121)		Urban Students (n=119)		Rural Employed (n=127)		Urban Employed (n=112)	
	N	%	N	%	N	%	N	%
Only chat with personally knowing people	68	56	69	58	71	56	78	70
Due to fear and privacy	63	52	57	48	66	52	42	38

Multiple Responses

Table 4.4.7.2 revealed that youth prefer not to engage in chat activities with strangers. Among student youth who prefer intimate relations, 56 percent of rural student youth, 58 percent of urban student youth, 56 percent of rural employed youth, and 70 percent of urban employed youth. Additionally, fear and privacy concerns deter 52 percent of rural student youth, 48 percent of urban student youth, 52 percent of rural employed youth, and 38 percent of urban employed youth. These outcomes facilitated the importance of assurance and wellbeing of the youth in online interactions. Moreover, urban employed youth exhibited the strongest preference for familiar connections. Social networking usage encourages YouTube channels are depicted in Table 4.4.8

Table 4.4.8

Social Networking Encourages YouTube Channels Among Youth

Aspects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P Value
Own YouTube channels	28	19	52	35	64.880	0.000*	34	23	18	12	69.786	0.000*
Not yet maintain channels	122	81	98	65			116	77	132	88		

Significant @ 5 % level

The table shows that among student youth a higher 35 percent of urban student youth had their own YouTube channels compared to 19 percent of rural student youth. Among employed youth, a higher 23 percent of rural employed youth had their own YouTube channels compared to 12 percent of urban employed youth. Urban students and employed youth were more likely to have their own YouTube channels compared to their rural counterparts. Especially, the highest proportion of youth who did not have their own YouTube channels, the selected youth 81 percent of rural students and 88 percent of urban employed youth. However, a closer examination of the data revealed a significant difference in YouTube channel ownership between rural and urban youth, with urban youth being more likely to have their own channels.

The findings determine the significant association between the rural and urban youth social networking usage encourages YouTube channels. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis encourages YouTube channels by social networking of the rural and urban student youth showed chi-square value of 64.880, $p<0.05=0.000$, moreover the rural and urban employed youth showed, chi-square value of 69.786, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and encourages YouTube channels of the youth.**

Based on the above data, factors influencing to maintain the YouTube channels among the youth are given in Table 4.4.8.1

Table 4.4.8.1

Factors Influencing to Maintain the YouTube Channels Among the Youth

*Factors	Rural Students (n=28)		Urban Students (n=52)		Rural Employed (n=34)		Urban Employed (n=18)	
	N	%	N	%	N	%	N	%
Channel is existed, not active	14	50	32	62	18	53	11	61
Made for watching video only	15	54	22	42	20	59	9	50

Multiple Responses

The above table reveals the primary factors influencing youth to maintain YouTube channels. Inactive channels deter 50 percent of rural student youth, 62 percent of urban student youth, 53 percent of the rural employed youth, and 61 percent of the urban

employed youth. Urban student youth and urban employed youth were most likely to maintain inactive channels. Conversely, 54 percent of rural student youth, 42 percent of urban student youth, 59 percent of rural employed youth, and 50 percent of urban employed youth, maintained channels solely for watching videos. Here, the majority, 62 urban student youth, expressed they owned channels but did not maintain them properly.

Based on the above data, factors not influencing to maintain the YouTube channels among the youth are given in Table 4.4.8.2

Table 4.4.8.2

Factors Not Influencing to Maintain the YouTube Channels

Factors	Rural Students (n=122)		Urban Students (n=98)		Rural Employed (n=116)		Urban Employed (n=132)	
	N	%	N	%	N	%	N	%
Sedentary	73	60	55	56	61	53	69	52
No idea to maintain the channel	52	43	50	51	58	50	65	49

The above table depicts the primary factors that hinder youth from maintaining YouTube channels. Among the selected youth, higher rural students, 60 percent of the youth showed they had sedentary. Similarly, at the same time, a higher 51 percent of the urban students had no idea to maintain the YouTube channels. These findings underscored the need for YouTube to address time constraints and knowledge gaps among young creators.

Online game activities developed by social networking among the youth are depicted in Table 4.4.9

Table 4.4.9

Online Game Activities Developed by Social Networking Among the Youth

Activities	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P Value
Spent time for online games	80	53	92	61	108.075	0.000*	64	43	46	31	89.153	0.000*
Not interested with online games	70	47	58	39			86	57	104	69		

Significant @ 5 % level

The table shows that among student youth, a higher 61 percent of urban student youth spent time on online games, followed by 53 percent of rural student youth. Among employed youth, 43 percent of rural employed youth and 31 percent of urban employed youth spent time on online games. Urban student youth were more likely to spend time on online games compared to their rural counterparts. Especially, the highest proportion of youth who did not spend time on online games, among 69 percent of urban employed youth, was observed. However, a close inspection of the data revealed a remarkable difference in online gaming interest between student and employed youth, with employed youth being less interested in online games.

These results emphasized the need for responsible online gaming habits among youth, as excessive gaming can have negative impacts on society and interpersonal skills development. The data advised that employed youth were more likely to have a stable between online gaming and other activities, with 69 percent showed lack of interest in online games.

The findings determined the significant association between the rural and urban youth social networking usage in active on online games. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of active on online games by social networking of the rural and urban student youth showed chi-square value of 108.075, $p<0.05=0.000$, moreover the rural and urban employed youth showed, chi-square value of 89.153, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and chat activity to strangers of the youth.**

According to the above table time spent on online game activity of the youth are depicted in Table 4.4.9.1

Table 4.4.9.1

Time Spent on Online Games Activity Developed by Social Networking Among the Youth

Time Spent	Rural Students (n=80)		Urban Students (n=92)		Rural Employed (n=64)		Urban Employed (n=46)	
	N	%	N	%	N	%	N	%
Less than 1 hour	40	50	43	47	40	63	18	39
1-2 hrs	35	44	40	43	7	11	8	17
2-3 hrs	3	4	6	7	6	9	3	7
3-4 hrs	1	1	2	2	7	11	14	30
4 hrs and above	1	1	1	1	4	6	3	7

The data revealed that online video game interest among youth through social networking sites. Among the students, 50 percent of rural student youth and 47 percent of the urban student youth spent less than one hour in online games. Similarly, among the employed youth, 63 percent of the rural employed and 39 percent of the urban employed spent less than one hour in online games as well as other activities.

According to the Economic Times of India, 2023 report, excessive gaming can have negative impacts on society and prevent the acquisition of crucial interpersonal abilities. A positive trend was observed, every activity requires a time limit, and overwhelming usage can cause serious health issues.

Gabrito et al., (2023) highlighted the positive and negative consequences of social networking site usage, including online gaming and health issues. The majority of youth illustrated constructive gaming habits and most of them spend less than two hours on online games. This suggested that youth were aware of the probable threat associated with immoderate gaming and are taking steps to maintain a healthy balance between online gaming and other activities.

Social networking usage leads hacking issues among the youth are depicted in Table 4.4.10

Table 4.4.10

Social Networking Leads Hacking Issues Among the Youth

Aspects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P Value
Experienced hacking	28	19	32	21	95.068	0.000*	14	9	22	15	89.840	0.000*
Not experienced hacking	122	81	118	79			136	91	128	85		

Significant @ 5 % level

Hacking is a serious issue the digital age has faced. Among the youth, majority of 91 percent of the rural employed youth revealed that they had not faced any hacking issues from the social networking sites. Followed, 81 percent of the rural student youth, 79 percent of the urban student youth, 85 percent of the urban employed youth positively revealed that they had not faced hacking issues due to their care for privacy. However, on the other hand, there are youth who had faced hacking issues, ranging 21 percent in urban student youth, which was significantly less. Among the hacking experienced, 18 percent of the rural student youth readily shared the troubles of being hacked and reasons for becoming hacking victims. Moreover, fourteen percent of the rural student youth lost their data due to hacking. The study Emmanuel et al., 2021 explored hacking and tactics to overcome hackers from cybercrimes.

The findings determined the significant association between the rural and urban youth social networking usage leads hacking issues. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis of leads hacking issues by social networking of the rural and urban student youth showed chi-square value of 95.068, $p<0.05= 0.000$,moreover the rural and urban employed youth showed, chi-square value of 89.840, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and leads hacking issues of the youth.**

Based on the above data, factors of hacking issues on the social networking usage are given in Table 4.4.10.1

Table 4.4.10.1

Factors of Hacking Issues on the Social Networking Usage

Factors	Rural Students (n=28)		Urban Students (n=32)		Rural Employed (n=14)		Urban Employed (n=22)	
	N	%	N	%	N	%	N	%
Data lost while using	16	57	17	53	6	43	14	64
Hackers troubled them	12	43	15	47	8	57	8	36

The above revealed the primary factors contributing to hacking issues on social networking platforms. Among the youth hacking affected 57 percent of rural student youth, 53 percent of urban student youth, 43 percent of rural employed youth, and 64 percent of urban employed youth, while 43 percent of rural student youth experienced data loss.With43 percent of rural student youth, 47 percent of urban student youth, 57 percent of rural employed youth, and 36 percent of urban employed faced trouble from hackers. Among the selected rural student youth, 57 percent of rural employed youth showed most vulnerable to hacking. Based on the above data, factors of not having the hacking issues on the social networking usage are given in Table 4.4.10.2

Table 4.4.10.2

Factors Not Have the Hacking Issues on the Social Networking Usage

Factors	Rural Students (n=122)		Urban Students (n=118)		Rural Employed (n=136)		Urban Employed (n=128)	
	N	%	N	%	N	%	N	%
Care privacy and password	62	51	59	50	71	52	64	50
Two step authentications	60	49	59	50	65	48	64	50

The above table reveals effective strategies to prevent hacking issues on social networking platforms. A significant 51 percent of rural student youth, 50 percent of urban student youth, 52 percent of rural employed youth and 50 percent of urban employed youth prioritized privacy and password security as proactive measures.

Social networking usage leads to life threatening issue are depicted in the Table 4.4.11

Table 4.4.11

Social Networking Leads to Life Threatening Issue Among the Youth

Issues	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P Value
Lead life threatening issues	18	12	46	31	46.245	0.000	22	15	6	4	36.364	0.000
No threat faced	132	88	104	69			128	85	144	96		

Significant @ 5 % level

Social networking proved as an aid in illegal activities like theft, sexual assault, blackmail and money scams. About 12 percent of rural student youth and 31 percent of urban student youth experienced life threatening issues due to social networking usage. Among employed youth, 15 percent of rural employed youth and 4 percent of urban employed youth experienced life threatening issues due to social networking usage. The results indicated that a significant proportion of students and employed in both rural and urban areas have experienced life threatening issues due to social networking usage. The findings suggested social networking usage can have severe consequences, particularly among urban students and rural employed.

The findings determined the significant association between the rural and urban youth social networking usage leads life threatening issue. While examining the hypothesis through chi-square test, rural and urban student youth and rural and urban employed youth were analyzed. The analysis leads life threatening issues by social networking of the rural and urban student youth showed chi-square value of 46.245, $p<0.05= 0.000$, moreover the rural and urban employed youth showed, chi-square value of 36.364, $p<0.05=0.000$,which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the youth location and leads life threatening issue of the youth.**

Based on the above data, the factors behind to experienced life threatening issues given in Table 4.4.11.1

Table 4.4.11.1

Factors Contributing to Life Threatening Issues in Social Networking Usage among the Youth

*Factors	Rural Students (n=18)		Urban Students (n=46)		Rural Employed (n=22)		Urban Employed (n=6)	
	N	%	N	%	N	%	N	%
Mental harassment	7	39	28	61	4	18	4	67
Relationship breakup	6	33	6	13	13	59	2	33
Money laundering	5	28	5	11	3	14	1	17
Spam chatting	3	17	9	20	3	14	1	17

**** Multiple Responses***

The above reveals alarming factors contributing to life threatening issues in social networking usage. Among student youth, 61 percent of urban students faced mental harassment, whereas, among employed, 67 percent of urban employed youth, faced relationships break up. Other factors were significantly less.

Social networking usage leads to health problems are depicted in Table 4.4.12

Table 4.4.12

Social Networking Usage Leads to Health Problems Among the Youth

Problems	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P Value
Health issues	56	37	68	31	107.760	0.000*	106	71	90	60	110.692	0.000*
No health issues	94	63	82	69			44	29	60	40		

****Significant @ 5 % level***

Excessive use of social networking could lead to health problems. Among the selected youth, 37 percent of rural student youth and 31 percent of urban student youth reported having health issues due to social networking usage. At the same time, 63 percent of rural student youth and 69 percent of urban student youth reported they had not faced any health issues due to social networking usage. Among employed youth, majority 71 percent of rural employed youth and 60 percent of urban employed youth reported having health issues due to social networking usage. A less 29 percent of rural employed youth and 40

percent of urban employed youth reported they had not faced health issues due to social networking usage. Rural and employed youth were more likely to experience health issues due to social networking usage compared to their urban counterparts. In the case of urban students and employed youth were more likely to report no health issues due to social networking usage compared to their rural counterparts.

The findings determined the significant association between the rural and urban youth social networking usage leads to health problem. While examining the hypothesis through a chi-square test rural and urban students and rural and urban employed youth were analysed. The analysis leads health problem due to social networking usage of the rural and urban student youth was considered, chi-square value of 107.760, $p<0.05= 0.000$, moreover consider rural and urban employed youth, chi-square value of 110.692, $p<0.05=0.000$. **It means p value less than the significance level, and then rejects the null hypothesis. It was revealed that there was significant association between the location and health problems.**

Based on the above data factors the types of health problems developed by social networking usage are given in Table 4.4.12.1

Table 4.4.12.1

Types of Health Problems Developed by Social Networking Usage

*Factors	Rural Students (n=56)		Urban Students (n=68)		Rural Employed (n=106)		Urban Employed (n=90)	
	N	%	N	%	N	%	N	%
Headache	15	27	16	24	31	29	22	24
Neck pain	9	16	10	15	25	24	16	18
Eye strain	9	16	20	29	23	22	22	24
Back pain	6	11	10	15	23	22	5	6
Walking difficulties	7	12	5	7	2	2	7	8
Joint pain	5	9	2	3	2	2	6	7
Breathing difficulties	3	5	1	1	3	3	5	5
Allergy	3	5	5	7	-	-	8	9

Multiple Responses

Social networking usage poses significant health risks. A higher, among students, 29 percent of them faced eye strain due to social networking usage. Among the employed youth 29 percent of the rural employed faced headache than other health issues.

Major interested social networking sites among the youth are given in the Table 4.4.13

Table 4.4.13

Major Interested Social Networking Sites Among the Youth

Effects	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square value	P Value
Interested area	142	95	134	89	70.775	0.000*	150	100	144	96	**	**
Not much focus	8	5	16	11			-	-	6	4		

**** Significant @ 5 % level***

Several areas of interest were available for youth to explore through social networks. The youth revealed they have their own area of interest in social networking, the data revealed a significant interest in social networking among youth, with 95 percent of rural student youth and 89 percent of urban student youth expressed their interested social networking sites. This trend was more pronounced among employed youth with 100 percent of rural employed youth and 96 percent of urban employed youth showing interest. Here, 92 percent of youth had a keen interest in social networking. Conversely, a lack of focus was reported by only 5 percent of rural student youth and 11 percent of urban student youth and 4 percent of urban employed youth showing limited interest. These findings underscored the potential of social networking platforms to engage youth and support professional development, highlighting minimal rural urban differences.

The findings determined the significant association between the rural and urban youth social networking usage in major interested area.While examining the hypothesis through a chi-square test rural and urban students and rural and urban employed youth were analysed. The analysis inmajor interested area of social networking usage of the rural and urban student youth was considered, chi-square value of 70.775, $p<0.05=0.000$, which means p value less than the significance level. **Hence, the null hypothesis was rejected. It was revealed that there was significant association between the location and major interested area of the youth.**

Based on the above data major focus area on social networking sites among are given in Table 4.4.13.1

Table 4.4.13.1

Major Focus Area on Social Networking Sites

Focus area*	Rural Students (n=150)		Urban Students (n=150)		Total (n=300)		Rural Employed (n=150)		Urban Employed (n=150)		Total (n=300)	
	N	%	N	%	N	%	N	%	N	%	N	%
Major Focus Area on Social Networking Sites												
Online magazines	34	23	16	11	50	17	34	23	20	13	58	19
Social networking applications	40	27	108	72	148	49	62	41	52	35	114	38
Podcast	-	-	6	4	6	2	14	9	10	7	24	8
Photographs	88	59	62	41	150	50	80	53	62	41	142	47
Pictures	64	43	50	33	114	38	50	33	50	33	100	33
Videos	78	52	70	47	148	49	76	51	52	35	128	43
Social bookmarking sites	22	15	20	13	42	14	10	7	6	4	16	5
Blogging	16	11	16	11	32	11	18	12	18	12	36	12
Picture sharing	38	25	36	24	74	25	32	21	28	19	60	20
Wall posting	18	12	14	9	32	11	18	12	10	7	28	9
Music sharing	86	57	66	44	152	51	38	25	54	36	92	31
Learning getting sites	132	88	126	84	258	86	138	92	128	85	266	89
Knowledge getting sites	116	77	120	80	236	79	130	87	132	88	262	87
Communication improving sites	80	53	94	63	174	58	98	65	62	41	160	53

Multiple Responses

This revealed diverse preferences for social networking sites. For rural students, 23 percent of youth favoured online magazines, 59 percent of youth favoured photographs, 57 percent preferred music sharing and 88 percent preferred learning platforms. In contrast, 72 percent of urban students preferred social networking applications, 47 percent for seeing videos, and 80 percent preferred knowledge acquisition sites. Employed youth prioritized professional development, with rural employed youth 92 percent focusing on learning, 87 percent on knowledge and 65 percent on communication improvement, while urban employed youth, 85 percent valued learning, 88 percent on knowledge and 41 percent preferred photographs from social networking sites. Here, learning and knowledge platforms were consistently popular across groups, highlighting the importance of online education and professional growth among youth.

Social networking enhances job opportunities are depicted in Table 4.4.14

Table 4.4.14

Social Networking Enhances Job Opportunities Among the Youth

*Opinion	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Students	
	N	%	N	%	Chi-square value	P Value	N	%	N	%	Chi-square Value	P Value
Job provided	88	59	76	51	138.538	0.000*	114	76	118	79	128.814	0.000*
Job not provided	62	41	74	49			36	24	32	21		

Significant @ 5 % level

Youth faced job issues based on their educational qualification, but the social networking usage opened the wider opportunity to the young officials. However, it needs to be analysed from the youth perspective. Among the selected youth 59 percent of rural student youth and 51 percent of urban student youth believed that social networking provides job opportunities. A majority 76 percent of rural employed youth and 79 percent of urban employed youth believed that social networking provides job opportunities. The results suggested that a majority of both students and employed youth believed that social networking provides job opportunities. However, there were significant differences in opinions between rural and urban groups in both categories. Rural students and employed youth are more likely to believe in the job opportunities provided by social networking compared to their urban counterparts.

The table determined the significant association between the rural and urban youth social networking usage in enhances job opportunities. While examining the hypothesis through a chi-square test rural and urban students and rural and urban employed youth were analysed. The analysis social networking enhances job opportunities of the rural and urban student youth was considered, chi-square value of 138.538, $p<0.05=0.000$, moreover consider rural and urban employed youth, chi-square value of 128.814, $p<0.05=0.000$, which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between the location and enhances job opportunities of the youth.**

Based on the above data, the familiarity of job based social networking sites and applications among the youth given in the Table 4.4.14.1

Table 4.4.14.1

Familiarity of Job Based Social Networking Sites and Applications Among Youth

*Applications	Rural Students (n=88)		Urban Students (n=76)		Rural Employed (n=114)		Urban Employed (n=118)	
	N	%	N	%	N	%	N	%
Linkdin	35	40	49	64	68	60	59	50
Quicker	18	20	27	36	52	46	38	32
Indeed	35	40	33	43	49	43	53	45
Facebook	31	35	29	38	20	18	26	22
Mesho	18	20	15	20	34	30	35	30
Thulasi	26	30	24	32	28	25	59	50
Youtube	26	30	23	30	28	25	47	40
Naukri	25	29	15	20	68	60	24	20
Shine.com	10	11	19	25	11	10	9	8
WhatsApp	18	20	11	14	34	30	9	8
Monster	3	3	7	9	11	10	12	10

* ***Multiple Responses***

Familiarity of job based social networking sites varies among youth. Among students, 64 percent of urban students were familiar with Linkedin. At the same time, employed youth, 60 percent of them familiar with LinkedIn and Naukri applications for searching job. Other applications were less preferred. These findings expressed the rural urban disparities in online platform preferences, emphasizing the need for targeted recruitment approaches. Here, multiple platform usage among different groups underscored significance of understanding these preferences for effective recruitment and job searching.

Social problems faced in among the youth are depicted in the Table 4.4.15

Table 4.4.15

Social Problems Faced Among the Youth

Issues	Rural Students (n=150)		Urban Students (n=150)		Rural and Urban Students		Rural Employed (n=150)		Urban Employed (n=150)		Rural and Urban Employed Youth	
	N	%	N	%	Chi-square value	P value	N	%	N	%	Chi-square value	P Value
Social issues faced	114	76	122	81	108.227	0.000*	146	97	126	84	21.575	0.000*
Not faced	36	24	28	19			4	3	24	16		

Significant @ 5 % level

The table depicts the perspectives of youth on social networking and major social problems in society. Among the selected youth, a higher 97 percent of rural employed youth faced social issues compared to their 84 percent of urban employed counterparts. Similarly, a higher, 81 percent of urban student youth faced social issues compared to 76 percent of rural students. That highlighted the significance of social networking in exposing youth to social problems. Social networking usage can lead to social problems due to ignorance and active engagement, as noted by Qianhui Du (2023).

The table determined the significant association between the rural and urban youth social networking usage in major social problem arises in the society. While examining the hypothesis through a chi-square test rural and urban students and rural and urban employed youth were analysed. The analysis of major social problem arises in the society due to social networking of the rural and urban student youth was considered, chi-square value of 108.227, $p<0.05=0.000$, moreover consider rural and urban employed youth, chi-square value of 21.575, $p<0.05=0.000$, which means p value less than the significance level, **Hence the null hypothesis was rejected. It was revealed that there was significant association between thelocation and major social problem arises in the society**.

Based on the above table analyzing the major social problem, social networking related major social problems in society among the youth are given in Table 4.4.15.1.

Table 4.4.15.1

Social Networking Related Social Problems in Society Among the Youth

*Social Problems	Rural Students (n=114)		Urban Students (n=122)		Rural Employed (n=146)		Urban Employed (n=126)	
	N	%	N	%	N	%	N	%
Women harassment	38	33	33	27	45	31	36	29
Crime	36	31	40	33	36	25	20	16
Murder	24	21	14	11	24	16	7	6
Cyber cheating	40	35	43	35	40	27	33	26
Adolescents miss use	19	17	7	6	13	9	14	11
Juvenile delinquency	13	11	8	7	12	8	8	6
Trolling	33	29	28	23	33	23	19	15
Online bullying	16	14	13	11	20	14	21	17
Lack of social communication	15	13	7	6	15	10	11	9
Social networking caused breakup	16	14	19	16	15	10	9	7
Suicide / tendency	28	24	25	20	29	20	23	18
Fake news	59	52	55	45	57	39	47	37
Addiction	20	18	41	34	28	19	20	16

Multiple Responses

Youth face various social problems related to social networking. Among youth, 52 percent of rural student youth and 45 percent of urban student youth, 39 percent of the rural employed youth, and 37 percent of the urban employed youth pointed out fake news as the major social issue that arose from social networking usage.

4.5. Evaluating the Awareness Programme Impact through Pre and Post Assessment Among the Focus Group

Impact assessment is the process of evaluating the expected or actual contribution of activities aimed at addressing sustainability issues (Strommer and Ormiston, 2022). In the present study, pre and post assessment tests aids to measure the knowledge of youth who participated in an awareness programme. The pre test measured the desired outcome before the programme, while the post test measured the same outcome after the programme. This allowed assessing the knowledge gained by participants through their participation in the programme (Shivaraju et al., 2017). Based on their interest, selected youth were considered as a focus group and guided through the awareness programme. The details of the interested participants are presented in Table 4.5.1

Table 4.5.1

Details of Interested Participants in Awareness Programme

Aspects	Number of Youth in Focused Group					
	Rural		Urban		Total (n=228)	
	N	%	N	%	N	%
Student youth	86	63	50	37	136	60
Employed youth	66	72	26	28	92	40

The table presents the number of interested participants who attended the awareness programme, categorized by location of youth and status. Among the youth, rural student youth showed the highest 63 percent participants in the focus group, followed by 72 rural employed youth. Similarly, 37 percent urban student youth and 28 percent urban employed youth showed relatively lower participation in the focused group. From students youth 60 percent youth joined the programme, which was higher than the 40 percent of employed youth participants. The awareness programme appeared to reverberated more with rural participants. Especially, students youth who were more receptive to the programme's message. Urban participants, both student youth and employed youth, expressed lower interest in the programme, which could address the need to adapt the programme's content or dispatch to urban audiences.

The higher overall youth participation from rural areas suggested that the programme may have addressed specific needs or concerns relevant to rural communities.

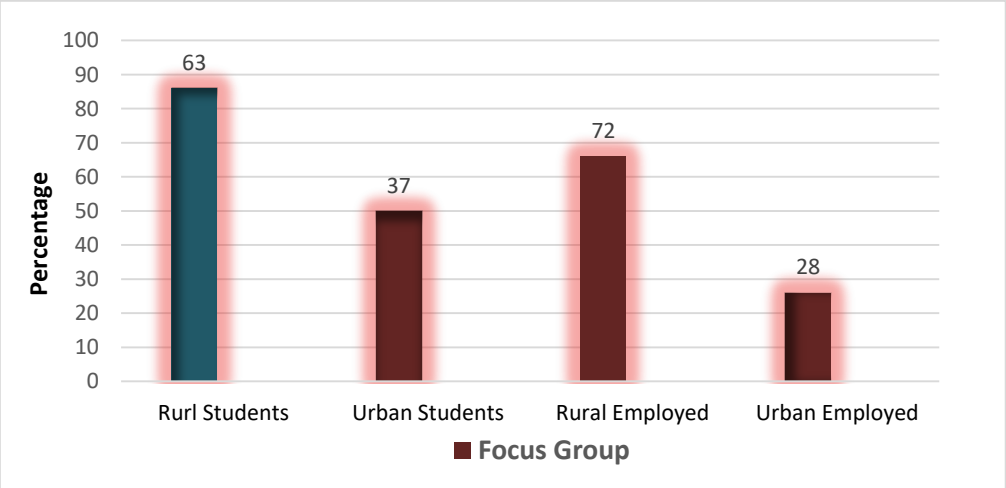


Figure 4.5.1 Interested Participants of Focus Group

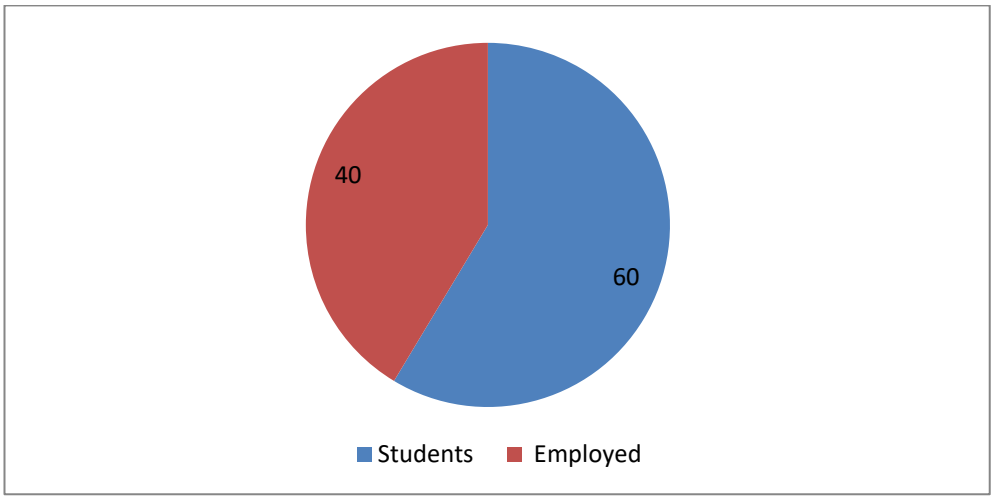


Figure 4.5.2 Distribution of Students and Employed Youth in Focus Group

The focus group participation in the awareness programme revealed a notable trend, with 60 percent of student youth and 40 percent of employed youth joining the programme. The data revealed a higher level of interest and involvement among student youth compared to employed youth, here the data suggested that the programme reverberate more strongly with the younger demographic. The disparity in participation rates reflected the potential for custom movement to engage employed youth and foster greater awareness and involvement in the programme's objectives.

Assessing the Impact of Social Networking Awareness on Knowledge Acquisition: A Pre and Post Test Analysis Among Focus Group Participants

The purpose of the pre test/post test assessment framework was to assess participants prior knowledge in front of a course or presentation and evaluate with the new information. It was possible to determine whether the activity is successful in improving participants knowledge by comparing the participants post test results to their pre test scores **(**Malik and Alam, 2019). Details of pre test and post test of the youth were depicted in the Table 4.6.2

Table 4.6.2

Percentage of Pre and Post Assessment Score on Social Networking Awareness Among Focus Group

Criteria for Kknowledge	Test Scores out of 100				Average Score (n=136)		Test Scores out of 100				Average Score (n=92)	
	Rural Students (n=86)		Urban Students (n=50)				Rural Employed (n=66)		Urban Employed (n=26)			
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Application build by internet with ideological and technological help of web 2.0.	16	93	28	92	21	93	73	100	88	100	77	100
About Face book	17	92	46	96	28	93	71	97	88	100	76	98
Unlawful act of crime	40	100	40	92	40	97	39	97	62	88	46	95
Section for punishment for cyber crime	13	86	20	90	15	88	18	85	50	88	27	86
Core values of using social media	23	87	56	96	35	90	24	88	69	96	37	90
Collaborative tools for communication	20	98	28	92	23	96	47	88	81	96	57	90
Legal protection measures of social networking	36	100	26	100	32	100	30	85	46	85	35	85
Social networking and money making	48	100	38	100	44	100	59	100	77	100	64	100
Online women harassment	20	95	30	100	24	97	48	91	69	96	54	92
Government norms for the victims of cyber crime	46	100	26	84	39	94	29	97	62	96	38	97
Public health problem	21	98	36	100	26	99	58	98	73	96	62	98
Causes of excess usage	15	100	18	88	16	96	47	100	92	100	60	100
Helpline number of national commission for women	28	92	26	96	27	93	29	83	42	85	33	84
Acts to prevent publishing others pictures	7	93	14	100	10	96	30	83	54	88	37	85
Precautions for cyber bullying	27	95	20	100	24	97	44	91	85	100	55	93

The results of the pre and post test assessment revealed a significant enhancement in the knowledge and awareness of social networking, among the focus group participants. The percentage of correct answers in the post test assessment showed a substantial increase when compared to the pre test assessment, indicating a notable improvement in the participants understanding of the subject matter.

A significant improvement in knowledge was observed among students and employed youth, with notable differences between rural and urban populations. Among students focus group, rural students initially scored low on the pre test, with a score of 7, while urban students scored slightly higher at 14. However, after the awareness, both groups demonstrated substantial knowledge improvement, with scores increased to 84 to 100. Similarly, employed youth also showed significant gains in knowledge. Rural employed youth had a lower initial score of 18 compared to urban employed youth, who scored 42. Following the awareness programme, both groups expressed remarkable knowledge improvement, among students, with scores ranging from 88 to 100. Similarly, among employed youth, the post test score reached 84 to 100, indicating a substantial gain in knowledge.

The pre test scores revealed significant knowledge gaps among students and employed youth. Rural students scored the lowest in the area of ‘acts to prevent publishing pictures’, with a score of 7, while urban students scored 14. However, in the post test, both groups demonstrated substantial improvement, with post test scores ranged from 93 to 100.Similarly, urban students showed significant improvement in their knowledge of the ‘causes of excess usage’, with pre test scores as low as 18, increasing to 88 in the post test. Among employed youth, rural employed youth had a low pre test score of 18 in the area of ‘sections for punishment for cybercrime’, which improved to 85 after the awareness. Urban employed youth had a pre test score of 42 in the area of ‘helpline numbers of the National Commission for Women’, which also improved to 85 after the awareness.

These findings suggest that the awareness programme was effective in enhancing the knowledge and awareness of social networking, particularly rural student youth and employed youth

4.6 Personal Experience in Social Networking Usage and Problems Through Case Studies

A case study approach is an indepth study of an issue or phenomenon, where natural or real life participants are involved. A defined case study is a process of both learning of cases and acquiring knowledge. The case study of personal experience in youth social networking usage and problems was collected through interview method and data are analysed and interpreted in the below.

The qualitative analysis of youth experiences in social networking is depicted through their personal experiences. The researcher collected the data by ensuring confidentiality and youth privacy; alphabets are used to indicate the name of the cases.

- **Case Study: 1**

'A', a 28 year old software engineer from Trivandrum, Kerala, a Hindu woman from a scheduled caste background who grew up in a nuclear family. She had five social networking accounts, which she accessed daily to communicate with her colleagues and family. Her primary uses of social networking were educational, official and entertainment purposes. She was comfortable in using social networking and appreciated its ease of use, which enabled her to communicate effectively and save time. She believed that social networking is more vital in one's life, as it has more positives, like, it created opportunities of easy communication with far way friends and families. On the other hand, she also expressed the negative connotations of social networking like addiction, negligence of personal life and health issues. However, she recognized the importance of limited social networking usage and was mindful of cyber security and privacy issues. She was motivated by positive comments and appreciation on her posts and profile pictures, and she had not experienced any negative incidents due to her careful privacy settings. She believed that the availability of social networking applications was not the cause of negative impacts, but rather how they were used. She predicted that social networking would have a more educational and opportunistic impact on future generations and suggested promoting positive and informative content for advancement.

- **Case Study: 2**

A 22 year old Hindu student 'B' from Trivandrum, Kerala, belonged to general category, nuclear family, expressed his experiences in social networking. He was using social networking and maintains two social networking accounts. His purpose and reason for using social media are solely for entertainment. He felt comforttable using social media, mainly with friends, and appreciates its easy accessibility, and he expressed his happiness with the Instagram application that provided opportunities to explore. He balanced his social networking time by understanding the pros and cons. Due to his moderate engagement in social networking, he had not faced any health issues or addiction issues, so far. He claimed to use social media in his leisure time to watch trending news and videos and expresses his opinions in the comment section, where he had encountered many hate comments on certain posts, to which he found the account holders responsible. He was also aware of cyber bullying and privacy standards while posting and commenting. 'B'claimed to have positive experiences in social media, in all his years of usage apart from few negative incidents. He did not believe that the free availability of applications was the reason for the negative experiences and does not think that exploring social media changes one's life situation, but rather provides inspiration to explore. He expressed that he could not predict the future impact of social media but advises that advancing social media usage must involve banning fake accounts to address the problems faced.

- **Case Study: 3**

A study was conducted on 'C', a 28 year old married woman from Trivandrum, Kerala, who comes from a Muslim family with a nuclear family structure consisting of four members, including her children. She used four social networking applications and accesses her accounts daily. She mainly used her social networking accounts for entertainment and educational purpose, which has positively enhanced her in connecting with other people with same interest. She experienced more advantages than disadvantages from using social media and was not addicted to these sites. She has not encountered any health issues while using social networking. She expressed her denial towards abusive comments, also considers this behaviour unacceptable. Since she had not faced any cyber crime issues in social networking usage, she asserted people to be aware of cyber security and use social networking with caution, as it will enhance more development in future.

- **Case Study: 4**

'D', aged 22, a college student from Trivandrum, Kerala, belonged to the OBC category and a Hindu nuclear family. She handled three social media accounts, accessing them daily for latest news updates, education and entertainment. She claimed to be comfortable with social networking's accessibility and information sharing technology. But, her intensive usage of social networking played a least vital role in her life. As she understood the social media's role in her life, she did not face any lifestyle issues. Her interests were watching video and messaging, but she didn't share her opinions on these platforms. She said that she had observed negative comments, were aware of cyber bullying, security, and privacy issues. Social networking provided stress relief, but she considered it as waste of time. She believed social media exploration changed life situations and decreased face to face interaction. She suggested timely updates as advancement.

- **Case Study: 5**

'E', a 24years student from Trivandrum, Kerala, belonged to the OBC category and a Hindu nuclear family with 3-4 members. She used two social networking applications daily for educational purposes, felt comfortable with social media's easy accessibility, which didn't require direct payment. She explored social networking had taken 50 percent of her daily schedule, and acknowledged its advantages over disadvantages. She had not experienced addiction or health issues, and she spent most of her time messaging. She observed negative comments, was aware of cyber bullying, security, and privacy issues. She had good experience connecting with a large group, but her messages were misused. She believedsocial networking helped during the pandemic and changed life situations, but she claimed she could not predict its future impact. She suggested advancements in social media must find solutions to make it safer.

- **Case Study: 6**

'F', a student from Thiruvananthapuram, belonged to a nuclear family with 3 members and follows Hindu religious views. They used three social networking applications regularly for education, entertainment, and time pass. Even though social networking was comfortable and affordable, they didn't achieve significant exploration. They acknowledged both advantages and disadvantages, experiencing lifestyle changes without addiction or health issues. They spent their time watching videos and reading news,

but rarely shared opinions. They encountered negative comments and considered them a crime. They suggested social networking has positive aspects but more awareness is needed for advancement.

- **Case Study: 7**

'G', a 16 year old student from Trivandrum, belonged to a nuclear family with 3 - 4 members and followed Muslim religious views. They used 4 social networking applications daily for education and entertainment. Social networking was comfortable, affordable and provided opportunities for exploration. They acknowledged both advantages and disadvantages. They experienced lifestyle changes without addiction or health issues. They spent time watching videos and reading news, but doesn't share opinions. They encountered negative comments, considered them harmful. Social networking was rather positive to them that aided them in reconnecting with old friends. They suggested to ensure privacy and to reduce verbal abuse for advancement.

- **Case Study: 8**

'H', a 24 year old boy from Trivandrum, belonged to a nuclear family with Christian religious views. He used three social networking accounts regularly to stay in touch with family and friends, also for education and entertainment. Social networking was comfortable and affordable to him, but it was not important in his life. He acknowledged both advantages and disadvantages, and shared his experiences on insomnia due to addiction. He spent his time on video games and occasionally shared opinions. He encountered negative comments, and found them to be confusing. He claimed to have faced positive aspects of social networking that helped him in making new friends. He suggested to ensure privacy and ban in abusive language for advancement.

- **Case Study: 9**

'I', a 20 year old student from Kerala, belonged to a nuclear family with Hindu Nair religious views. She used three social networking accounts daily for entertainment and free time. Social networking was comfortable and affordable that helped her to explore her opportunities. As 'I' spent most of her time in social media on entertainment and information gathering, she had not faced any life related or health associated issues. Social networking helped to voice her opinions and overcome lockdown during COVID. She