

Media's Effect on Social Life: A Sociological Investigation of Youth in Dehradun

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ABSTRACT

Social media has rapidly transformed communication, connecting individuals across vast distances through platforms like Facebook, Instagram, and Twitter. Its ease of use has made it prevalent, especially among youth, significantly impacting their lives. Social media offers unrestricted access to information, enhancing knowledge and allowing for cultural exchange and democratic participation, even in repressive societies. It fosters collaboration across disciplines and promotes creativity by enabling people with shared interests to connect and work together. However, despite its benefits, social media poses challenges. It has facilitated global communication, but at the cost of genuine human connection, leading to social isolation and superficial relationships. The convenience of digital interaction often replaces face-to-face communication, which can lead to a decline in social skills. According to Jonathan Safran Foer, social media makes it easier to avoid the emotional work of being present. Negative effects include increased depression and anxiety, as individuals strive to maintain an unrealistic image. Social media can also be a tool for spreading harmful ideologies and fostering false identities. Studies reveal that platforms like Facebook and Instagram are most popular among youth, who spend considerable time scrolling and engaging in online interactions, sometimes at the expense of their mental health. While social media has revolutionized communication, it necessitates a balanced approach. Users should be mindful of their motivations and privacy concerns. Parents and educators play a crucial role in monitoring social media use to safeguard youth wellbeing. Ultimately, recognizing both the positive and negative aspects of social media can drive a shift towards healthier usage patterns, ensuring that technological advancements enhance rather than hinder human connection.

Keywords: Social media, Communication, Social networking, Tech advancement, Cybercrime

The most recent type of social media, a type of media, has a lot of features and attributes. It is a media that is becoming more and more common these days due to its ease of usage. Through social media sites like Facebook, Instagram, Twitter, and others, individuals may get together even when they live far apart. Children are significantly impacted by social media since the youth rate is rapidly changing it. Social media provides anybody having unrestricted access to content via the internet may broaden their body of knowledge. Unquestionably, social media has a big impact on our perceptions of the world

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and our culture is shaped, as well as how we economy is doing. The new medium of social media is that allows individuals to link, converse with, and organize behind a cause in addition to exchanging ideas, offering counsel, and seeking advice. Through the creation of decentralized communication channels and the removal of communication obstacles, social media has permitted all individuals, even individuals residing in repressive countries, to participate in democracy and be heard. This media platform permits a variety of official, informal, academic, and non-academic interaction writings to prosper. It enables teams with related interests to work together on a topic, such as student groups outside of class. It promotes creativity and collaboration amongst a range of specialists on several subjects, such as linkages between health and education, the economy, politics, and race. Social media has cost us, even if it has yielded numerous benefits, such as lowering obstacles to international travel and cultural differences and facilitating easy global communication with friends and family. We living in a world where social media's isolation and global reach have compromised our culture, which is bad for our existence. By substituting an electronic link for people's companionship, and both mental and physical support we Social media is stealing from each other what was once us of the rely on and solace we once placed in one another. As a result, we become naïve and join any organization that encourages evil messages that are pleasing to the ear of our senses Without thinking about the repercussions. Strangely, we are turning into one of the most insolent generations yet. It's ironic that Social media is generating us into among the least talkative generations ever. We Favor texting while on the phone and internet chat over face-to-face encounters, and several of us have supplanted face-to-face communication with convenient access to social media platforms such as Instagram, Twitter, and Facebook. In his composition "How Not to Be Alone," According to Jonathan Safran Foer that "every advancement in social media has made it easier, just a little, to avoid the emotional work of being present, to convey information rather than humanity." These statements seem greater and greater accurate as time goes on. Social media may lead to despair, let people construct False identities and superficial connections, and serve as a major recruiting tool for terrorists and criminals, despite the benefits of speedy information exchange. Finally, considering that social media is a fairly new phenomenon Given that impact studies have just recently been completed, I believe that the positive aspects of social media are typically stressed rather than the negative ones, which are seldom ever recognized. By giving individuals greater information from all sides of the argument, I hope my presentation may assist in galvanizing the need for this tendency to alter. Despite being desirable, essential, and unavoidable, change is never free. Neglecting benefits has no long-term negative effects.

Shabir, (2014) examines the Effects of social media on Youth. Findings It was revealed Facebook is the most popular social media platform, followed by Skype. Rawath, (2019) examines A study examining the effects of social media on youth. Findings revealed that Individuals who use social media are recommended to consider their motivations, maintain visiting educational websites, and be aware of the privacy issues involved with using programs. Adolescents ought to utilize their time more wisely by posting and engaging in informal discussions on Social networking networks like Facebook, Twitter, YouTube, and WhatsApp. To safeguard their future, parents and teachers should keep an eye on how their kids use social media."Kulandairaj (2014)." examines Social media's impact on youth lifestyle. Result of our ongoing search for creative communication methods, several social media have emerged. We have witnessed yet another communication explosion in recent years. We can now connect practically instantly with anybody anywhere in the world, even space, thanks to advancements in technology.

Limitations of the Study

The researcher believed that knowledge bias by the respondent could slightly reduce the precision of the findings.

RESEARCH METHODOLOGY

Sources of Data

Researchers We acquired primary data from youth using a standardized questionnaire. Secondary data was acquired from a variety of papers, journals, and magazines. The juveniles are used as sampling units in this investigation. The sample size for this study is 64 youth respondents.

Social Networking Aspect

There are many advantages to Social networking, however, there are also many disadvantages associated with the use of various social media technologies.

Positive aspects

Education: Social networking tools enable individuals to share a viewpoint or two. It allows people on opposite sides of the world to connect and share thoughts. It is more than just a source of entertainment; it is also impactful. Its benefits can be used to improve academic performance. Knowledge of Politics: Social media offers a platform for its users to conceptualize Internal efficacy refers to the citizen's own competence to Understand and participate in politics. as well as external efficacy or beliefs about the responsiveness of governmental Authorities and Institutions to citizens' demands. Students can use social media to promote Social awareness and goodwill. societal networking networks provide societal benefits. enables young people to connect with their friends. Social networking services Let young people live their lives free of small conversations. Job Opportunities: Indeed, many businesses have formed their own Facebook pages to exchange information with other users. Furthermore, its impact on recruitment has grown significantly. Companies locate eligible candidates for open positions in their business by creating profile pages on social media platforms such as LinkedIn, Facebook, and Twitter, in addition to their company website.

Negative aspects

Lack of Privacy: Social networking has transformed how people communicate with their friends, colleagues, and family members. However, social networks such as Twitter, Facebook, and Google+ and YouTube play an important part in our daily lives, they pose significant privacy dangers. When using these social networks networking sites, it is critical to recognize the privacy dangers associated.

Waste of Time: There are several reasons why social networking is a waste of time: - Time spent logging into social media sites.

Effects on health, education, and work

Online exploitation is becoming increasingly common. These websites are damaging, particularly to teenagers, and they lack anonymity. Cyberbullying typically occurs On social networking networks and blowdown websites. 30% of middle and high school students and pupils have been recognized as victims, 18% of those impacted are girls, while only 12% are boys. 15% of the victims attempted suicide due to depression. Electronic Aggression (EA) is defined as harassment that occurs in Emails, chat rooms, instant messaging, text messages fraudulent websites, and so on. According to the report, 9% to 35% of young people have encountered EA at some point in their lives.

Objectives of the Study

1. Analysing the impact of social media on youth social life.
2. Evaluating the direction for youngsters to use social media.
3. Assessing the helpful type of social media for youth.
4. Evaluating The attitude of teenagers toward social media, and measuring the time spent on social media.
5. Analysing the Youth's reliance on social media, and how Life may be exhausting, routine is.
6. Recommending a few measures for the actual use of Taking social media in the correct direction and utilizing it in the full extent.

Data Analysis

With the help of gathered data, each question is analyzed by tables and graphs:

Table 1: Details of Age Group of the Respondents

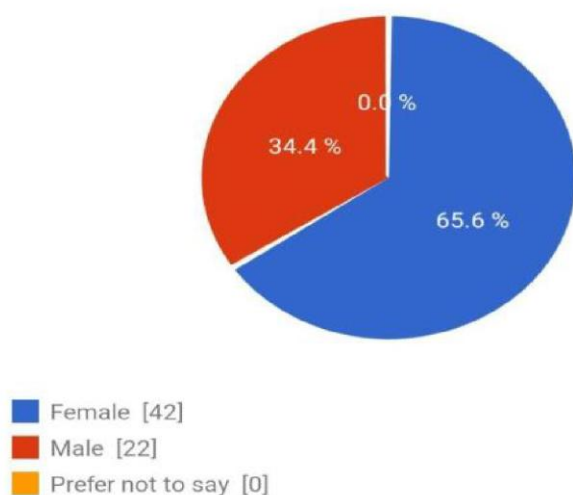
Age Group	No of respondents
14-20	13
20-25	37
25-30	8
Above	6

Interpretation: the above table implies that out of the 64 respondents 13 belongs to 14-15 years of age, while the maximum respondents 37 belongs to 20-25 year of age, 8 respondents belong to 25-30 years of age and lastly 6 respondents are above the age of 30.

Table 2 Details of religion of the Respondents.

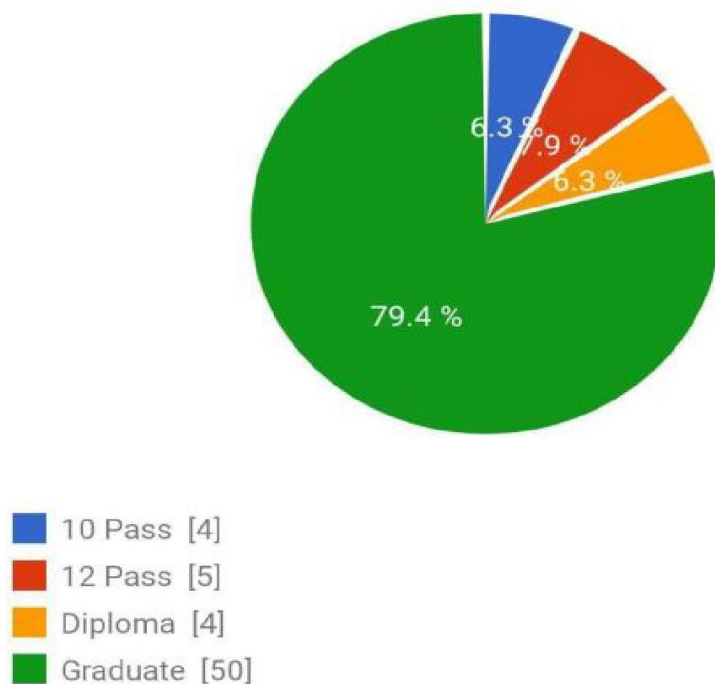
Religion	No of respondents
Hinduism	58
Sikhism	3
Prefer not to say	3

Chart 1 shows details of gender of respondents



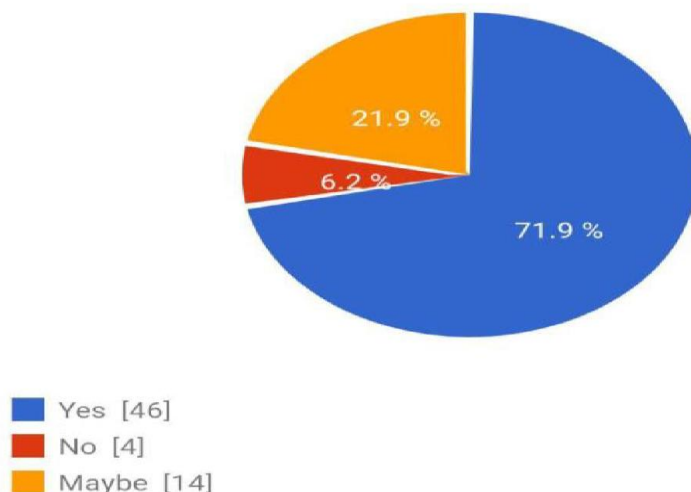
Interpretation – this pie chart shows that maximum respondents are female, blue colored Portion shows female with 65.6 %, while red colored portion shows male percentage that is 34.4%. And nobody prefers the last option which is ‘prefer not to say’.

Chart 2 Details of education status of respondents.



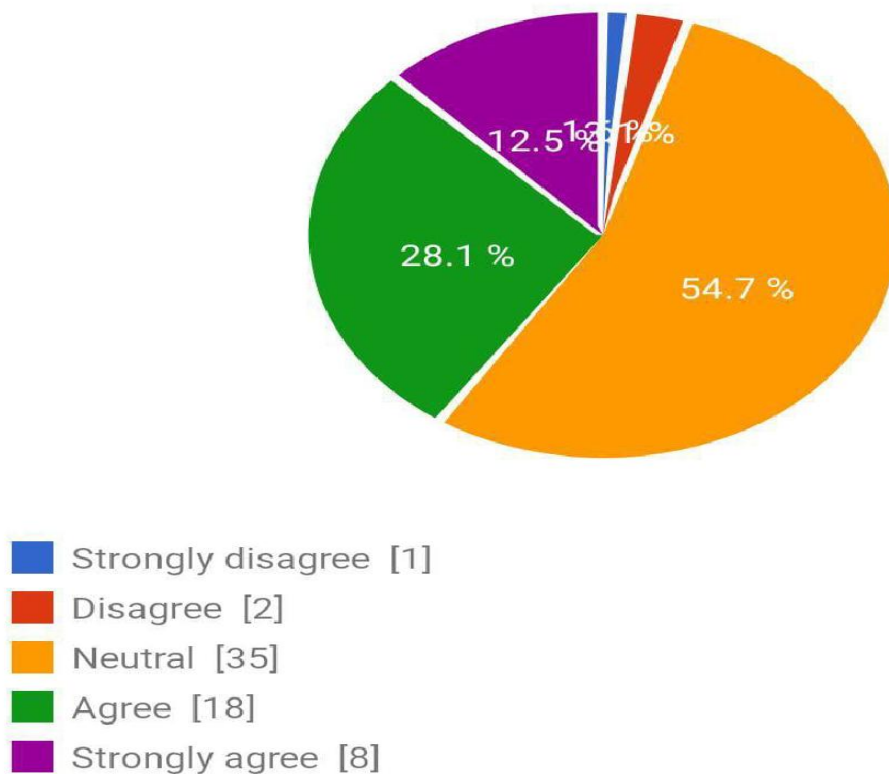
Interpretation -the above pie chart shows maximum number of respondents are under the category of graduates which is shown with green color with the 79.4%, blue colored shows respondents who are 10th pass with percentage 6.3, red colored portion shows 12th pass with 7.9 percentage and lastly orange colour shows respondents with diploma includes 6.3 %.

Q-1 Do you feel that social media is beneficial in the field of education



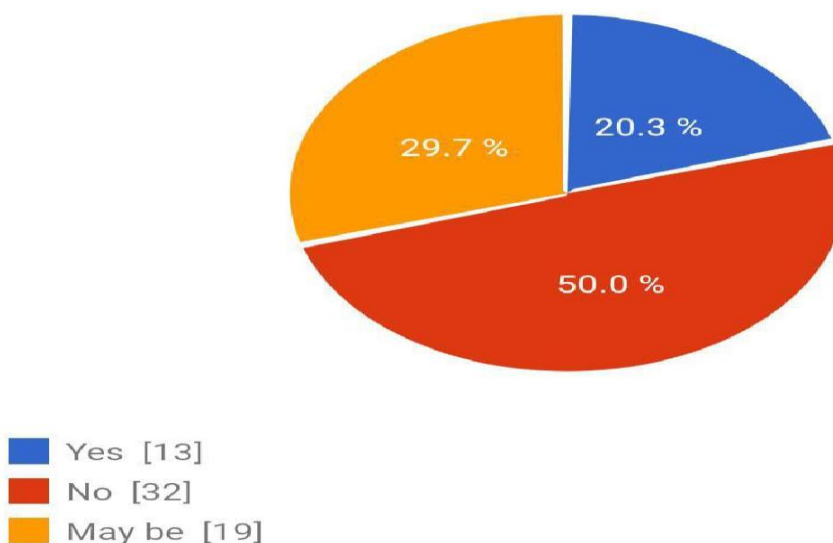
Interpretation – the above chart shows the response of a question ' Do you feel that Is social media beneficial in education? Out of 64 respondents, 46 responded to 'yes' which is shown in blue colour with the percentage of 71.9, while 4 respondents responded 'No' represented in red colour with the percentage 6.2, and 14 respondents' answers 'May be' which is showed in orange colour with 21.9 %. This can be concluded that most of the Respondents feel that Social networking is useful for the realm of education.

Q-2 Use of social media are deteriorating our social norms?



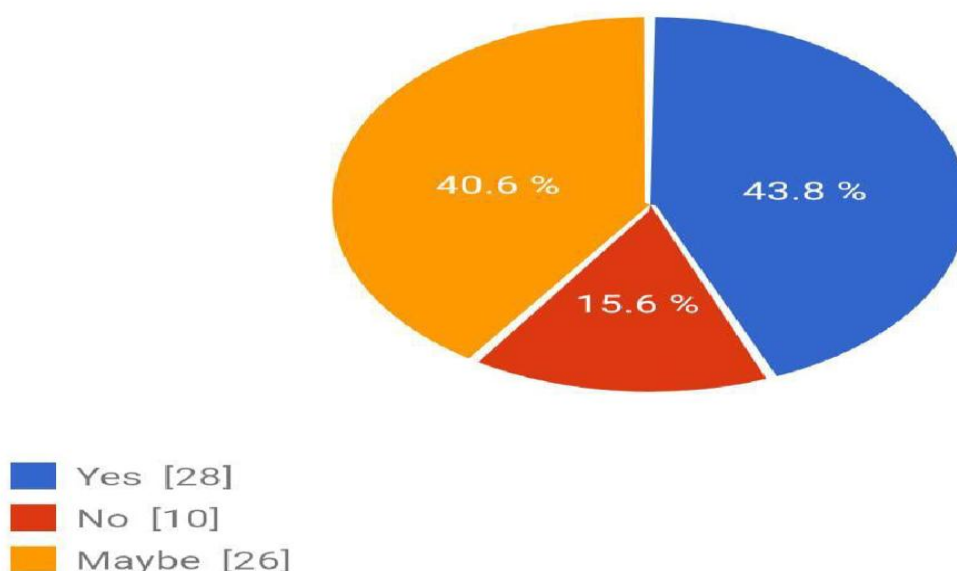
Interpretation - the above chart shows the response of a question ' Use of Social Media is eroding societal norms? out of 64 eroding societal norms 35 have responded neutrally, 18 agree, while 2 disagree and 8 members strongly disagree and 1 strongly disagree.

Q-3 Life without social media is not possible?



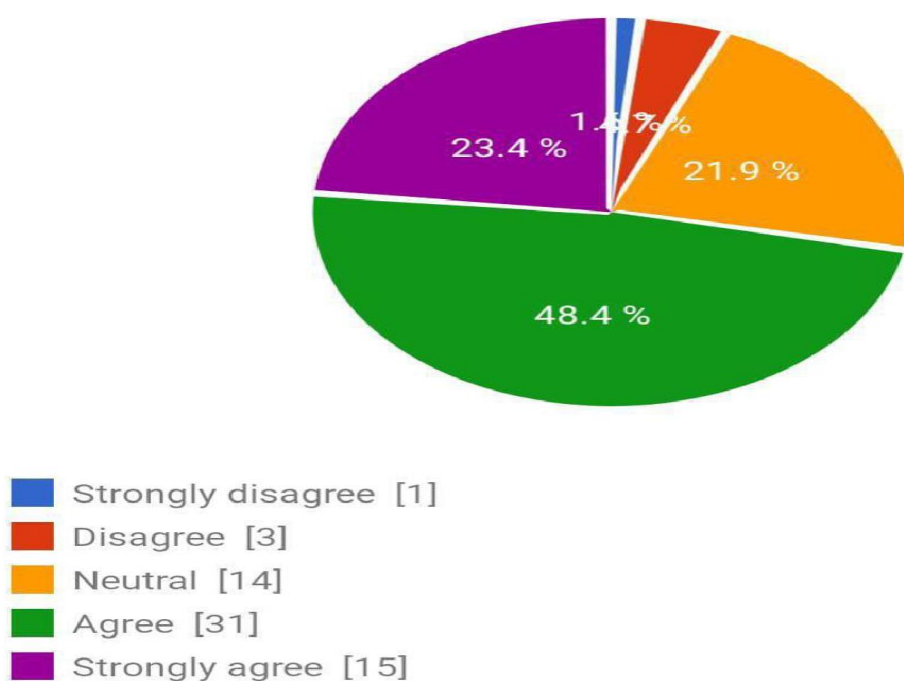
Interpretation -this chart shows the responses of above questions 'Life without social media is not possible?' 32 respondents feel 'No', red coloured portion shows 50%, while 13 responded 'Yes' which is represented in blue colour with 20.3 % and few have responded 'May be' which is shown in orange colour with 29.7%. So, this can be concluded that youth are addicted to social media, and badly devote their time scrolling through apps which waste a lot of time.

Q-4 Do you think that Social media is affecting our life negatively?



Interpretation – this chart shows the response of the question 'Do you think that Social media is affecting our life negatively?' 28 responded 'Yes' which is represented in blue color with 43.8%, few responded 'No' which is shown in red colour with 15.6%, while 26 responded 'Maybe' that is shown in orange colour with 40.6%.

Q-5 Social the media encourages unethical pictures, video clips, and images among youths

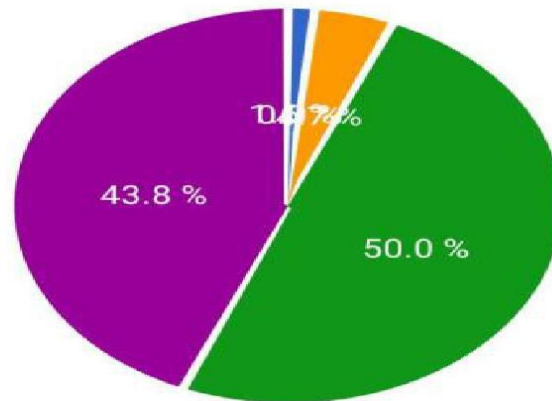


Interpretation- this chart shows responses of a question 'Social media is becoming a habit of youth to kill time? 31 respondents 'agree' which is shown in green colour with 48.4%, 15 respondents 'strongly agree' which is represented in purple colour with 23.4%, few responded 'neutral' Which is shown in orange colour with 21.9%, while 3 respondents 'Disagree' shown in red colour with 4.7%, and 1 respondent 'strongly disagree' which is shown in blue colour with 1.6%.

Q-6 social media is improving our lives?

Interpretation – this chart shows responses of the above question, in which 24 responded 'Yes' which is shown in blue colour with 37.5%, few responded 'No' shown in red colour with 48.4% while 31 responded 'Maybe' shown in orange colour with 48.4%.

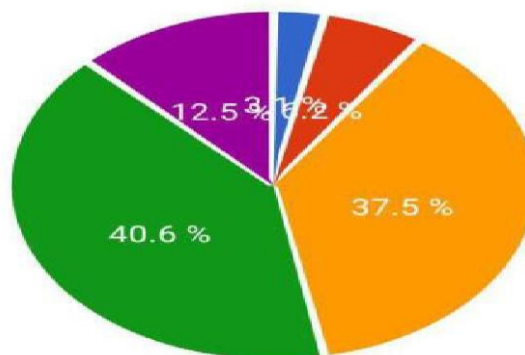
Q-7 Social media is becoming a habit of youth to pass the time?



- Strongly disagree [1]
- Disagree [0]
- Neutral [3]
- Agree [32]
- Strongly agree [28]

Interpretation- this chart shows responses of the above question, in which 32 respondents 'agree' that is shown in green colour with 50 %, 28 respondents 'strongly agree' shown in purple colour with 43.8%, while 3 have been 'neutral' as represented in orange colour with 5.6%, and 1 respondent strongly disagree, and no one disagree.

Q-8 social media have deteriorated the ethics and morals among youth?

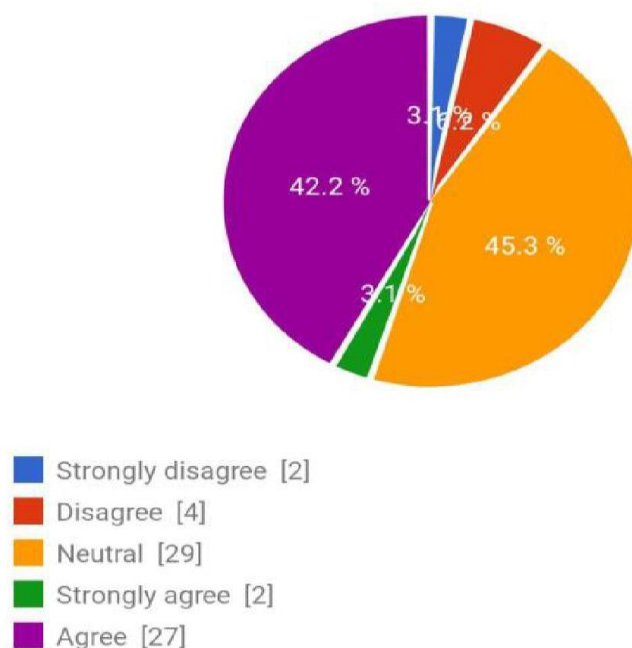


- Strongly disagree [2]
- Disagree [4]
- Neutral [24]
- Agree [26]
- Strongly agree [8]

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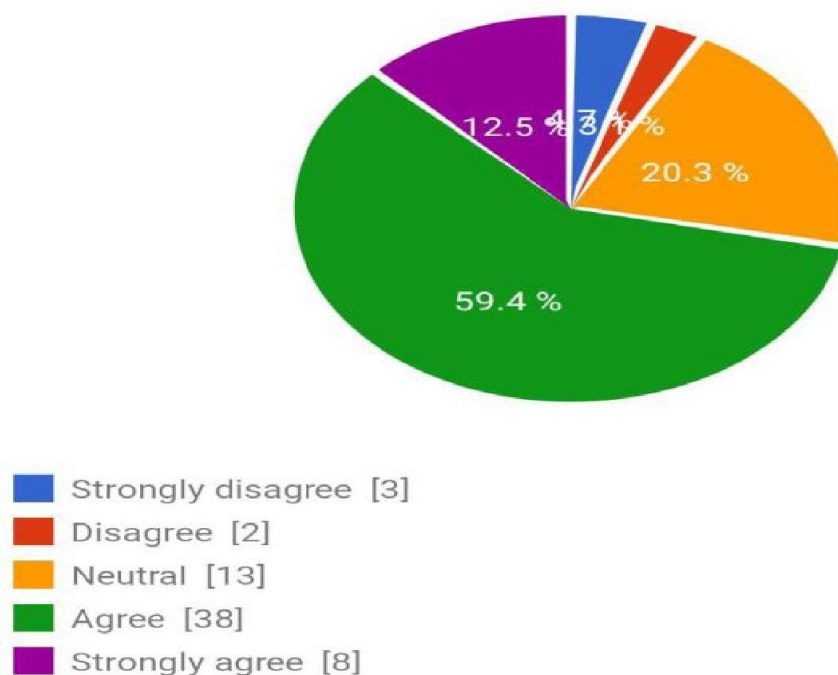
Interpretation -above chart show responses of the question 'social media have deteriorated the ethics and morals among youth? In which 26 respondents agree, 8 strongly agree, 4 disagree, while 24 respondents remain neutral.

Q-9 Social Is the media playing an important role in advancing society?



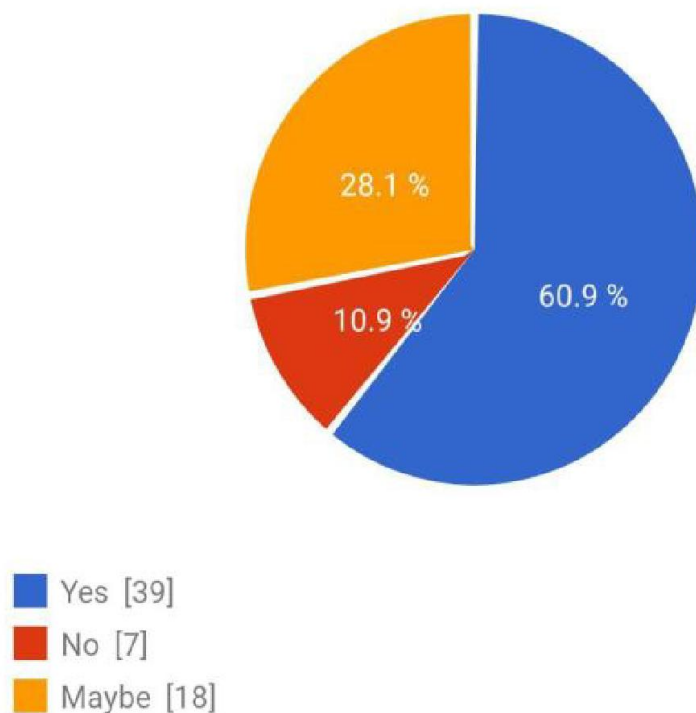
Interpretation - this pie chart shows responses of the above question, in which 27 respondents agree, 27 agree, while 29 remain neutral, 4 disagree and 2 strongly disagree.

Q-10 Social Media is vital for youth learning and developing new skills?



Interpretation – according to the above chart, 38 respondents agree, 13 remain neutral, while 8 strongly agree, 2 have disagreed and 3 have strongly disagreed. Hence proved that Social networking is quite useful if used In the correct direction.

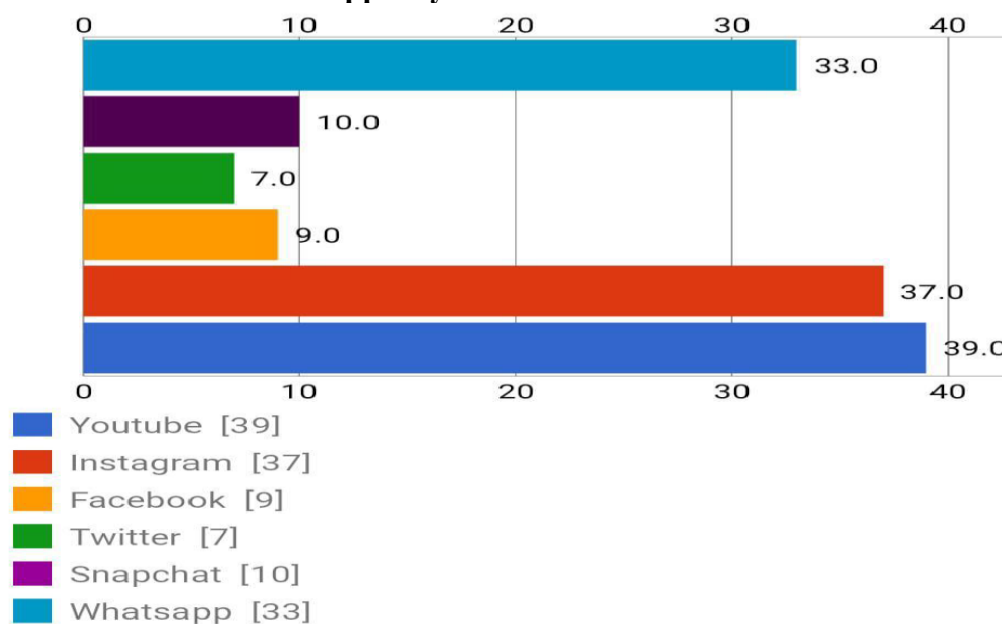
Q-11 Do you consider social media is harming the mental health of youth?



Interpretation – 39 of the respondents say yes, while 7 say no, and 18 say maybe. From this we can conclude that society is harming the mental health of the youth, leading to depression, anxiety, and various other diseases.

Therefore, usage of social media should be limited as excess of anything is not good.

Q-12 Which Social media app do you use the most?



Interpretation – this chart shows responses of the above question, 39 respondents chose YouTube as the most used app, while 37 chose Instagram, 33 responded WhatsApp as their most used app, 10 used Snapchat, while 9 used Facebook, and very few 7 responded Twitter as their most used app. This concludes that YouTube, Instagram and WhatsApp are the most used social networking apps in the present scenario.

RESULT

Social Media also encourages unethical photographs, images, and video clips. This often creates a sense of insecurity among the users. Most of the respondents also agree to the point that life without social media is not possible these days, while it is deteriorating our social norms of society (to some extent), but at the same time youth also agreed That Social Media is also beneficial in terms of schooling provides a platform to learn new skills. It also has various positive benefits if used in the right direction.

CONCLUSION

This demonstrates that social media is commonly used by everyone the fragmented youth of the society in Dehradun. Results of the survey suggest that 39% of the respondents use YouTube the most, 37% use Instagram, 33 % WhatsApp, while few uses other apps like Facebook, Snapchat, Twitter etc. This survey also proves that social media is deteriorating the mental health of youth. Social media promotes depression and anxiety because of the stress caused by continually striving to present an unrealistic and unattainable perception of perfection inside your social network. Social anxiety is related to trying to always project a perfect self.

It is also true Social media is becoming a habit of youth which in return wasting a lot of time, continuously scrolling through apps and curiously waiting for messages is a new habit of youth these days. The primary problem faced Unwanted messages occur while using social media.

Suggestions

After receiving all of the findings and reviewing the conclusions of the researcher collected data. proposes some methods how to use social media the proper direction and to use social media in a positive direction for Its users. Positive social media use can enhance a Youth's academic career and skills, lifestyle, and ability to adapt to new trends. in Fashion and Anthropology. Social Media is a recent and beloved sort of media. This is a great tool for the young, thus its use is vital to gaining Information and knowledge. When youth connect regarding social media, they should take in mind the main aim of usage and always remember that they will share information or links not just for their enjoyment and interest but also for all of their contacts and pals community, therefore be carefully used with social responsibility. Ethically, religiously, and politically suitable links should be shared. Educational computer laboratories Must give an organizational framework Students and researchers can use a suitable manner. There should be server-side Use of watchdog software to detect Students who use these websites, or these sites should Be permanently restricted, or students should be granted a certain time during university hours to utilize Social media websites. There should be an extra-curricular and an awareness forum within the educational institution. To teach about the positive use of Social media networking platforms.

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Conflict of Interest

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