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Impact of social media on youth of Chhattisgarh

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Abstract

The widespread use of Social Networking Sites (SNS) has emerged as a new trend among the youth of Chhattisgarh and is quickly incorporated into their daily lives. This article throws light upon the examples of use of social media and its impact on the youth of Chhattisgarh. The descriptive method is used for initial data using Google's survey data collection forms. This article attempts to examine the impact of social factors such as the purpose of social media use, the impact of the SNS on mental health and well-being, addiction, the impact on school disasters. Online Shopping Surveys on online communication show that teenagers have good and bad sides. Critical evaluation of the case gives some suggestions to solve the problems.

Keywords: Chhattisgarh, emerged, SNS (Social Networking Sites), addiction, adolescents

Introduction

In Chhattisgarh, social media is a fast-growing phenomenon as more people, especially youth, are getting connected with increased penetration of smart phones and internet. The 21st century is a mechanical world ^[1]. Imagination of world with internet facility is just next to impossible today. Now a day's spread of social media is as speedily increasing as it can never be in the past ^[2]. Wherever you look, you see that everybody has a device: regardless of whether it's a telephone, tablet or a workstation ^[1]. The Internet is the largest and most resourceful foundation of information in the world today ^[3]. Social Media has turned into a basic piece of our everyday life. It has impacted the open to such an extent that individuals need paper with their morning tea ^[1]. Social media occupies a vital role in changing the lifestyle of the people ^[4].

Social Media and youth

According to a recent survey by TCS, "Smart phones are the digital Swiss knife for urban teens ^[5]. Social media is often referred to as a lifeline for 'socializing' amongst youth. Youth are much more dependent on social media apps, as the first and the last thing they do while they are awake is to check for messages on social media [p]. Social media has been the important part of one's life from shopping to electronic mails, education and business tool ^[6]. It is observed that, over utilization of social media, refrain from participating in real life activities, young people lives mostly in the virtual than in real life ^[7].

Problem Statement

Addiction: The relentless desire to leave social networks often leads to addiction to social networks ^[5]. Data shows that Internet addiction is a new problem in this modern era ^[8].

Privacy Issues: Privacy has always been a major concern in the world of social media. There are many documented cases that demonstrate the problem of privacy violations. Data privacy must be taken seriously; there are many malicious internet users who want to throw away their data ^[5].

Cyber bullying: Social media harassment is very common in India, many youth are affected by social media harassment. This may have been an inappropriate comment on rape images ^[15].

Health Problems: Several findings suggest that teens that use social media for more than three hours a day are twice as likely to have health problems.

Some of the negative mental health effects include mental fatigue, anxiety, worry etc. Physical health is also an issue as excessive use of social media can lead to obesity, vision problems, joint pain etc. [16].

Mental Illnesses and Changes in the Mental System

Studies show that the use of social media in adolescents can lead to a variety of mental illnesses. According to a study, social media causes inattention. Social media can cause changes in thought patterns and changes in the anatomy of the brain [5].

Inappropriate or negative topics

Due to some pointless blogging, teenagers become aggressive and do inappropriate actions. The Indian government banned around 300 nude websites in 2019 and now India has the third largest Smartphone audience with 30% women. (www.cnbctv18.com) [4].

Hypothesis of the study

- It is commendable that social media makes the youth aware of the positive process of work.
- It can be said that social media is a fast growing source of information and entertainment for the interests of the youth.
- Social media is probably said to be an important factor for the youth in the field of education.
- You said earlier that youth use social media well.
- There is no correlation between gender and positive effects of social networking sites.
- There is no correlation between the marital status of young people and the positive influence of social networks.

1.4. Objectives of research:

The core objective of study has taken overall objectives of identifying the factors of social networking sites and its impacts on youth are as follows:

- a. **General objective:** To identify impact of Social Networking Sites on youth in Chhattisgarh.
- b. **Specific objectives:** Find out the usage of Social Networking sites among youth.
 - To analyze the trends in use of social media by youth in urban and rural contexts in Chhattisgarh.
 - To understand the main purpose of usage of social media among the youth in Chhattisgarh.
 - To understand the positive and negative opinion of youth in Chhattisgarh about the usage of social media.
 - To identify the negative effect due to over utilization of social media on the physical and mental health of youth.
 - To understand the positive and negative Effects of Social Media in Learning/Educational Setting.
 - To study the effects of addiction of social media upon youth.

Popular Social Networking sites

Facebook



Facebook is the pioneer for social media revolution since its inception in 2004. As on date, it connects 2.32 billion active users across the globe [8].

WhatsApp



Started in 2009, Whatsapp has become a part of our personal and professional communication today. It was acquired Facebook in 2014. Whatsapp is a popular application that allows for sending of text messages and voice calls, video calls, images and other media, documents, and user location

YouTube



YouTube is the most popular video sharing website, founded in 2005. It was acquired by Google in 2006. YouTube provide facilities users to download and upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. It demands variety of a wide variety of user-generated and corporate media videos.

Instagram



Presently, Instagram is the most trending social media app, with more than one billion active users. Instagram is very popular among the younger generation in the age group 15-25 years. Instagram Popularly known for its picture, video sharing features and amazing filters, Instagram expanded its services by including chat options and story sharing.

Twitter



Founded in 2006, Twitter has emerged to become the most popular social media network for online news and political announcements. It is a social networking service on which users post and interact with messages known as 'tweets'.

Snap chat



Snap chat is a popular and user friendly multimedia messaging app which is more popular among teens and the young generation. Snap chat emphasizes on interacting with virtual stickers and augmented reality objects. The app has evolved from photo sharing to interesting features such as "Stories". Snap chat started the story era with Snap chat stories and then other many platforms have adopted it as a key way of sharing content.

LinkedIn



LinkedIn is a very popular for everyone which designed and developed primarily to corporate business community to promote personal brand online and allows registered members to establish a network of many other users and professionals whom they know and trust as 'connections'.

Reviews of literature of the work

This section provides an overview of research in the field of social cohesion to identify which ones have already been studied and which research areas can contribute. Satyavrat Das *et al.* [1] Review of the topic "Media Awareness for School Children: A Study of Mant Village in Raipur District of Chhattisgarh". The sample is determined using the random sampling method. The study sample size is of 100 students. Survey interview method is used to collect the data.

Abhani Dhara's *et al.* [2] presented a review of "Studies on the Impact of Social Media on Indian Youth". This article primarily focused on that goal and I designed Google's structural search. The questions were as follows; Social networks are useful for educational purposes; provide confidentiality; Objective of knowledge, etc.

Ramesh Kumar *et al.* [3] Universities and institutes of Chhattisgarh province, located in one of the capitals of Raipur and Bilaspur districts, study "Internet learning and its impact on students of higher education in Raipur and Bilaspur district of Chhattisgarh".

Jaswinder Singh [4] in his research paper "The impact of social media on Indian youth with special reference to Covid-19". According to this online magazine, it is possible to develop more serious and progressive changes in some areas of knowledge that may be reversible.

Mental changes that affect our ability to concentrate, remember, and function in society and beyond.

Vikramaditya *et al.* [5] On "Social Media and the Indian Youth". Shabnoor Siddiqui and others [6] conducted a study on "social network effects and negative aspects". There is a focus on specific areas such as business, education, society and young people. In this article we describe how these media will affect the society at large. Doctor. Debahuti Panigrahi Singh [8] conducted a study on "The Value of Indian Youth: The Value of Evaluation". This study is of great significance for the analysis of a select few students seeking change in the perceived social structure associated with the students. It also attempts to examine the positive and negative effects of social media on their education level, communication styles and identity issues.

Summary of "Research on the Effects of Social Community" Social networks have both positive and negative effects on young people [15].

Impact Of Social Media On Daily Life Of Youth

Everyone has a different opinion and opinion about social media and its use. It basically based on how you understand it.

Education: Social media has become an important part of student life [8]. Many students who cannot attend classes regularly may opt for a teaching method that is easily available on the Internet [4]. On the other hand, for many authors, the authors write down the wrong information. Mistakes about social media programs that can lead students astray [4, 6].

Health: Several findings suggest that teens who use social media for more than three hours a day are twice as likely to have health problems. Some of the negative effects of mental health include mental fatigue, stress, anxiety etc. [9] Physical health is also an issue, as excessive use of social media can lead to obesity, visual impairment, joint pain, etc.

Entertainment: Social media plays an important role in entertaining people in different ways. An unlimited number of people use social networks as a source of entertainment [4]. One of the negative effects of social media is that people become addicted to it. People spend a lot of time on social networking sites which can distract them and focus on a particular task [6].

Family Ties: Indians often settle outside India or in some other part of the country. Social media plays an important role in communicating with family members [10]. Young people, on the other hand, spend most of their time lying in public because family members tend to undermine them while people spend more time interacting with new people [6].

Online Shopping: Due to the wide availability of the Internet, low cost access to young people leads to an online presence for educated youth. The study showed that majority of teenagers shop online due to large selection of products, easy shopping times, online checkout/payment, home delivery, sales and discounts, which led to maximum number of online stores [12]. However, a wrong straight-line branding strategy can ruin a business and cause huge social losses [13].

Community Protection: Social networks bridge the gap between people creating awareness among them. There are many social awareness campaigns going on social media to raise awareness across the world. Some ineffective blogs seriously affect youth, causing them to become violent and commit inappropriate acts [6].

Materials and Methods

A research approach is a specific process or technique used to identify, select, organize and analyze information on a topic. In a research paper, the procedural part allows the reader to make a meaningful assessment of the overall validity and reliability of the study. The descriptive method has been used in this study to conduct this study. The purpose of the survey was to conduct a survey using Google

Forms to see whether basic information was collected from young people about the youth group, the main purpose of

using the social network, their positives and negatives for the selected youth health.

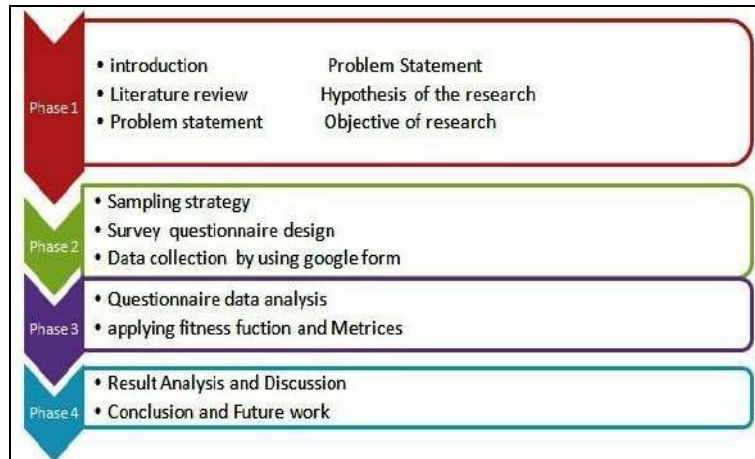
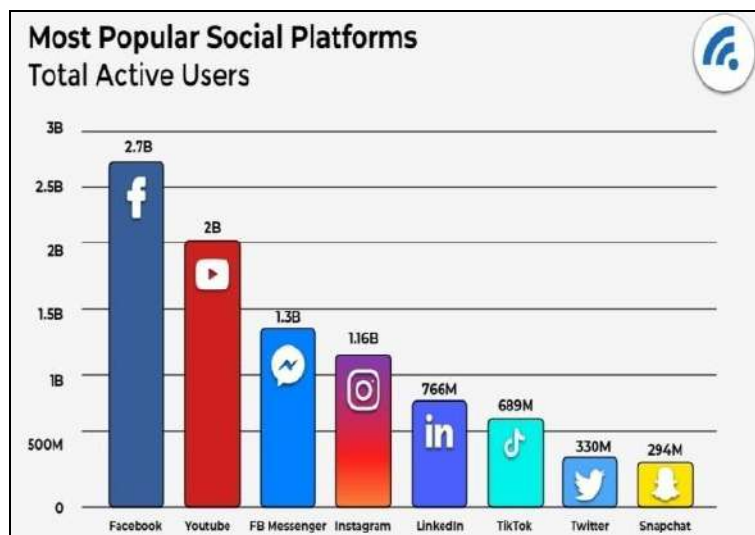
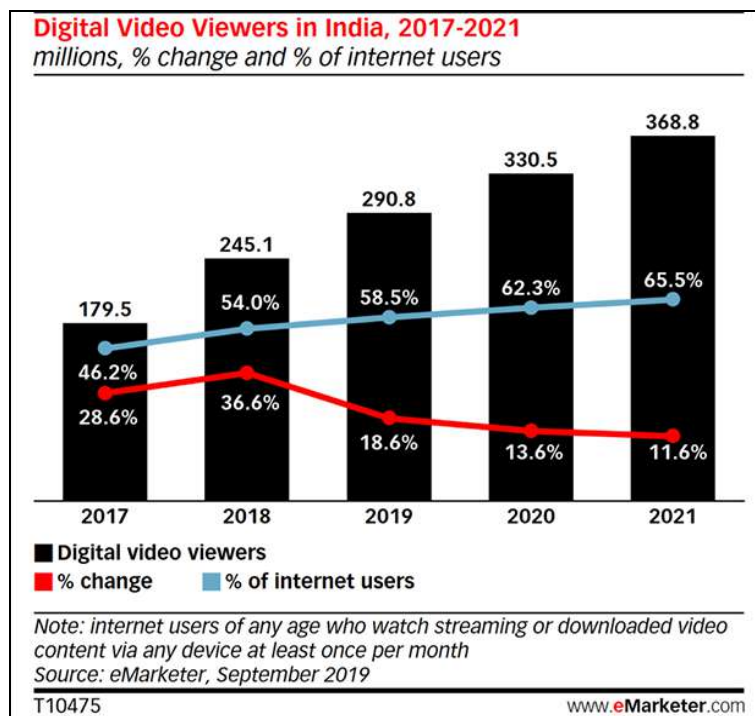


Fig 1: Framework of research methodology]



[<https://www.saasworthy.com/blog/social-media-statistics-2021-an-in-depth-analysis/>, Access by 10.09.2021]

Proposed Solutions

As we all are aware of social media that has an enormous impact on our society [15]. Social media has various merits but it also has some demerits which affect people negatively

[6]. But there is will there’s a way, there is various solutions which can bring positive effect on social media issues [11].
Solutions for Social Media Issues

Table 1: Solutions for Social Media Issues

S. No	Social media issues	Solutions to social media issues
1	Privacy Issues	1. Use of unique username and password for social media account. 2. Privacy setting must be managed regularly. 3. Use password or lock code in your devices. 4. Social Media Communication Hub has to be practiced with due respect to personal privacy of the users with an appropriate ethical angle
2	Addiction	1. Turning off device notification option is the best way to lessen or prevent social media addiction. 2. By getting a new hobby, it is helpful to prevent social media addiction and to utilize their pastimes beneficially. 3. Spending more time with beloved person such as family members, friends and relatives is one of the superb solutions in order to get rid of social media negative impacts.
3	Cyber Bullying	1. You can conveniently launch an official complaint against your cyber bully on the National Cyber Crime Reporting Portal. 2. Inform your friends and family about the incident and keep them in the loop. Save the evidence, record the date, time, and description of the incidents in the form of screenshots
4	Wastage of time	Using schedule and focus on daily activities. Focusing on daily activities is the essential remedy for teenagers to get rid of negative impact of social media.
5	Inappropriate or offensive content	1. If parents of teenaged social media users properly observe their children’s activities on internet, it will be very helpful for child’s learning purpose and educational performance. 2. Internet service providers and other concerned competitive authorities should look into the matter of negative effects of social media on young generation, so as to provide a better environment to the young users. 3. Awareness programmes related to social media usage should be arranged at school level.

Result Analysis and Discussion

Questionnaire result

Researcher conducted a survey to get responses from 100 people both male and female. Out of which 100 people 76 participants were responded. Out of 90 participants 39 participants were male and 36 participants were female. Out of which people had mobile and smart phone to use the internet and 10 people didn’t have phone.

The following responses were received-

- Out of 76 participants, female were 48% and male were 52% using new media technology through internet. As compiled, the following results were found:
 - 70% students (56) use new media technology for education purpose like sharing digital study materials. The rest 30% gets deprived of this facility as they don’t have mobile phones. However they use the computers in a particular period to get particular facility.

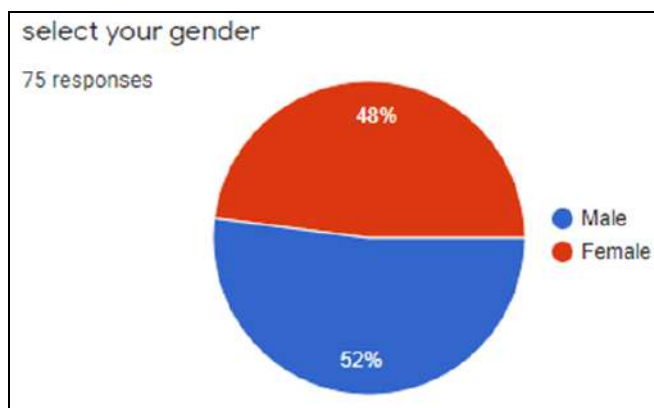


Fig 1: Male and females users on Social Media

- Out of 76 participants, 43.4% were belongs from (18-

25) age group and 38% were belongs from (13-18) age group and rest 18.4% were belongs from (25-35) age group using social media technology through internet. As compiled, this results were found:

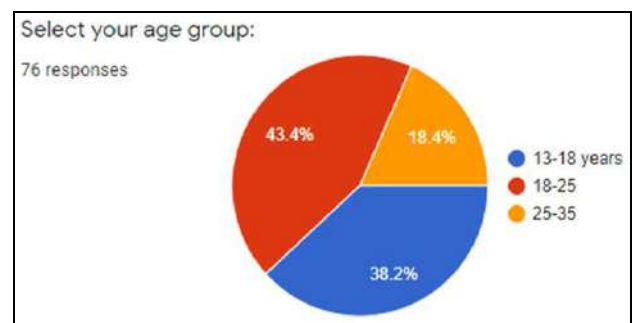


Fig 3: Social media user with age group

- Out of 76 participants, 65.3% participants were belongs from Urban area and 34.7% participants were belongs from Rural area using social media technology through internet. As compiled, this results were found:

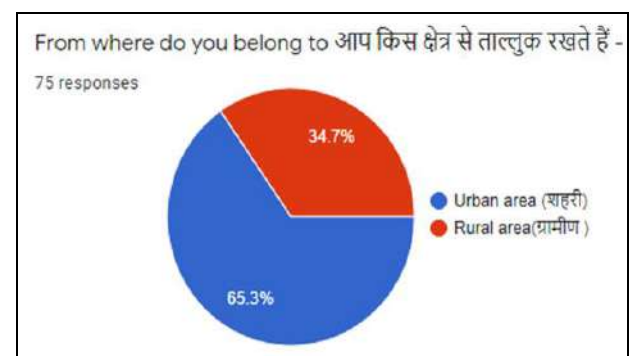


Fig 3: Social media user in rural and urban area

4. Out of 76 participants, 31.6% participants were High school(9th-10th) students,26.3% participants were Post graduation students,15.8% participants were UG students,11.8% participants were Higher

sec.students,9.2% participants were employees and rest 5.4% participants were from another field using social media technology. As compiled, this results were found:

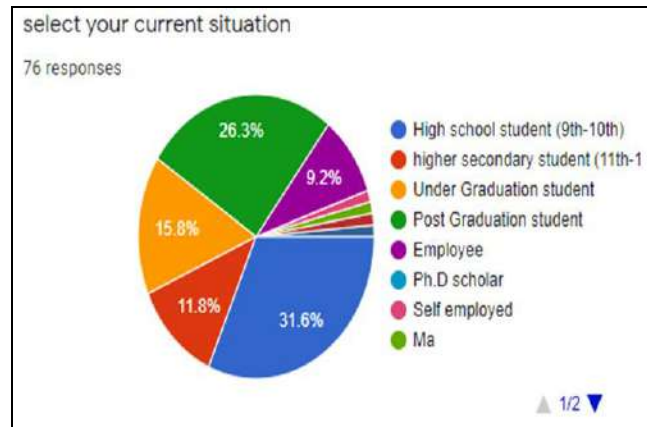


Fig 4: Profession of social media users

5. Out of 76 participants, 70% (54) participants were agree that they were members of multiple social networking sites and 29.9% (23) participants were agree that they were members of multiple social

networking sites, using social media technology through internet. As compiled, these results were found: using social media technology through internet. As compiled, this results were found:

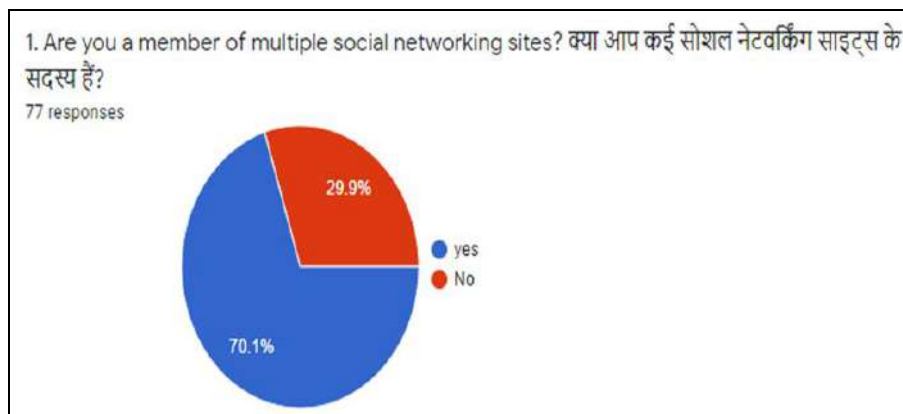


Fig 5: Social media users having multiple accounts

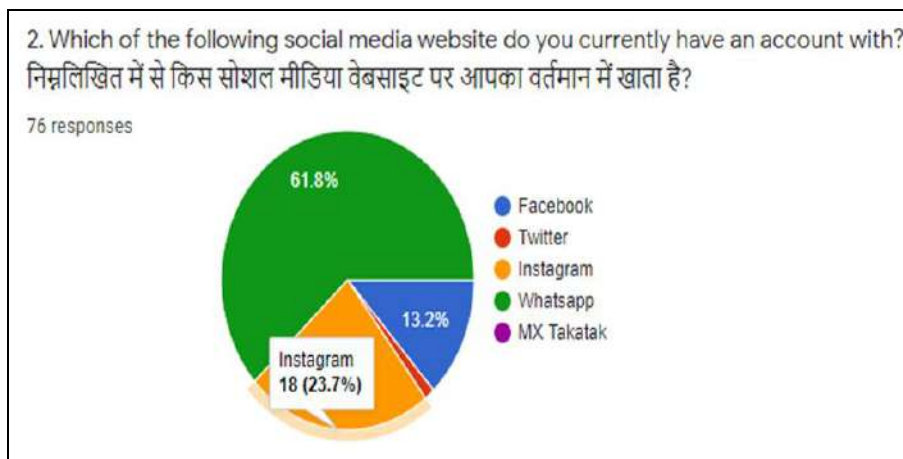


Fig 6: Most popular Social Media apps

Table 2: Which of the following social media website do you currently have an account with?

Whatsapp	Instagram	Facebook	Twitter	Max taka tak
61.8 %	23.7%	13.2%	1.3%	23.6%

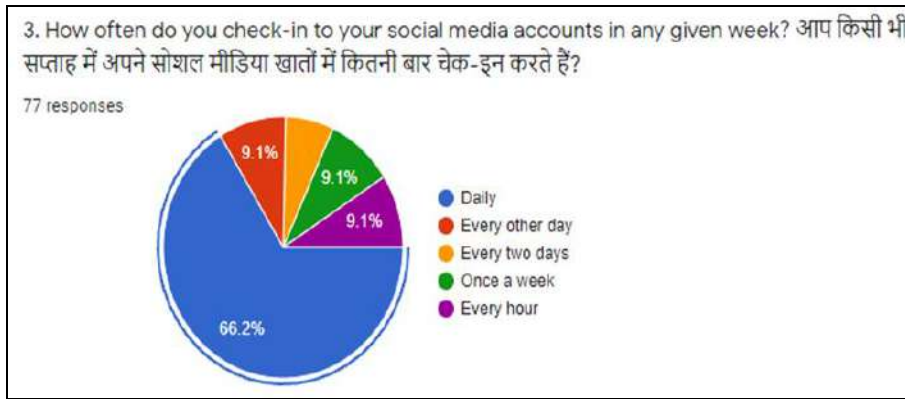


Fig 7: Time duration for using Social Media

Table 3: How often do you check-in to your social media accounts in any given week?

Daily	Every other day	Every two days	Once a week	Every hour
66.2%	9.1%	9.1%	9.1%	9.1%

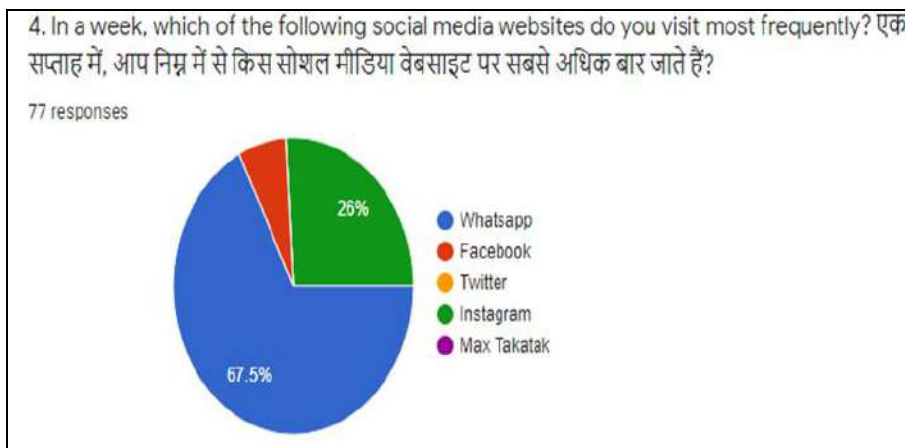


Fig 8: Most frequently used social media

Table 4: websites do you visit most frequently?

Whatsapp	Instagram	Facebook	Twitter	Max taka
67.5 %	26%	6.5%	0.1%	0.2%

In figure 8 out of 77 participants, 67.5% (54) participants were agreed that they visit WhatsApp most frequently social networking sites, 26% (20) participants were agreed that

they visit Instagram most frequently social networking sites and 6.5% (5) participants were agreed that they visit Facebook most frequently social networking sites using social media technology through internet. As compiled, these results were found: using social media technology through internet. As compiled, these results were found.

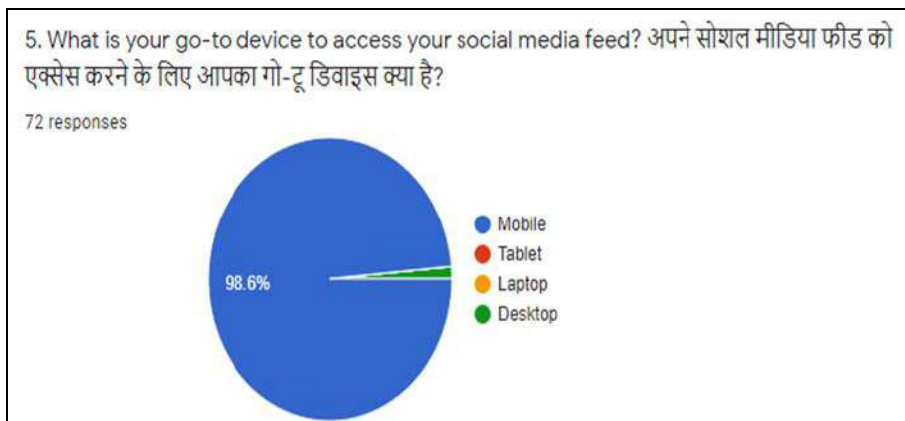


Fig 9: Devices used to access social media

In figure 9 out of 76 participants, 98.6% (76) participants were agreed that their go-to device to access social networking sites are smart phone and 1.1% (2) participants

were agreed that their go-to device to access social networking sites are desktop. As compiled, these results were found.

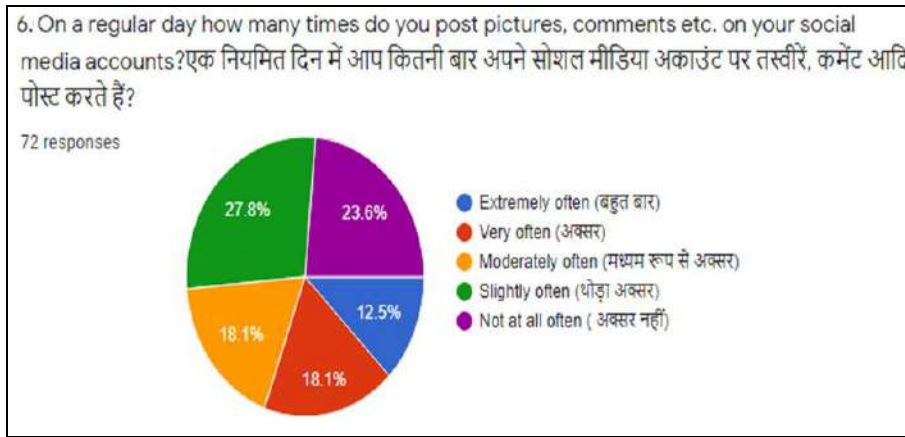


Fig 10: most popular activity on social Media

Table 5: On a regular day how many times do you post pictures, comments etc. on your social media accounts

Extremely often	Very often	Moderately often	Slightly often	Not at all
12.5%	18.1%	18.1%	27.8%	23.6%

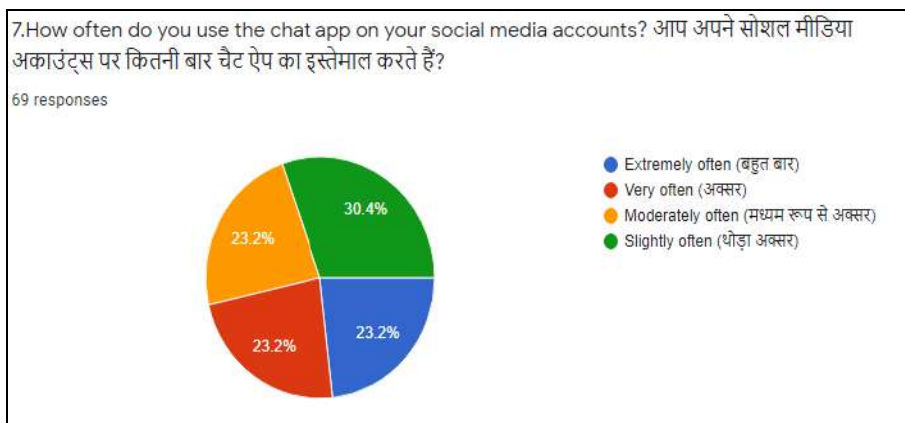


Fig 11: Use of chat app on social media accounts

Table 6: How often do you use the chat app on your social media accounts?

Extremely often	Very often	Moderately often	Slightly often
30%	23%	23%	30.4%

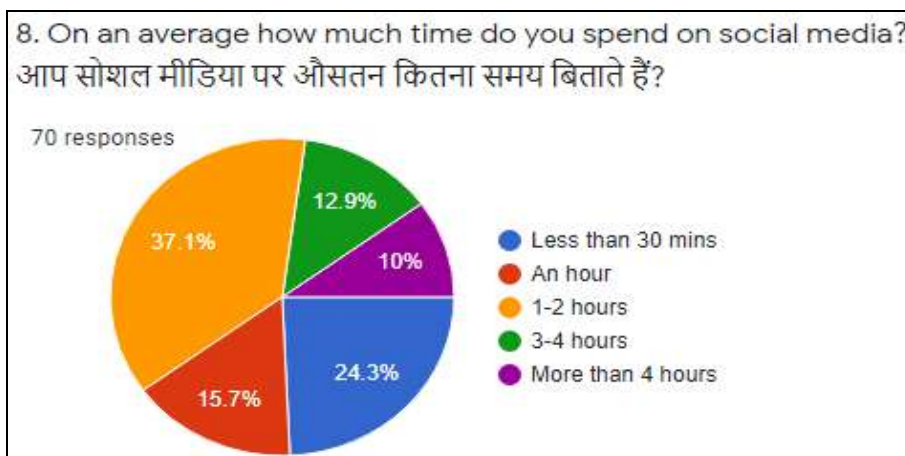


Fig 12: Time spend on Social m Media

Table 7: On an average how much time do you spend on social media? SIT'T 1:1) WW 4i1 ii WC altliffq wrirfdal

Less than 30 min	An hour	1-2 hours	3-4 hours	More than 4 hours
24.3%	15.7%	37.1%	12.9%	10%

In figure 16 out of 76 participants, 29.7% participants were agreed that their purpose of using social media is to socialize casually, 28.4% participants were agreed that their purpose of using social media is for personal recreation, 6.8% participants were agreed that their purpose of using social media is to find employment, 4.1% participants were

agreed that their purpose of using social media is to promote products, 2.7% participants were agreed that their purpose of using social media is to event planning and 1.4%

participants were agreed that their purpose of using social media is to find suitable date.

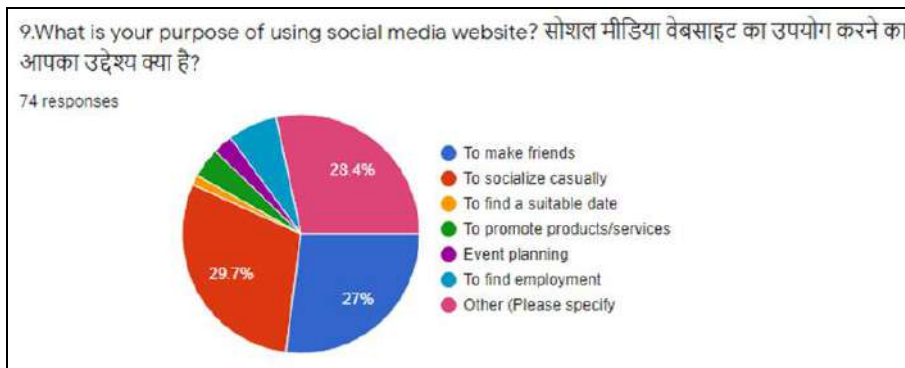


Fig 13: Purpose for using Social Media

Table 8: What is your purpose of using social media website?

To Make Friends	To Socialize Casually	To Promote Products	Event Planning	To find Employment	To find Suitable date	Other (personal Recreation)
27%	29.3%	4.1%	2.3%	6.8%	1.4%	28.4%

In figure 17 out of 76 participants, 83.6% participants were agreed that they access social media during their free time, 9.6% participants were agreed that they access social media during any spare time, 5.5% participants were agreed that

they access social media while at school/ university/work, 1.4% participants were agreed that they access social media during social occasions.

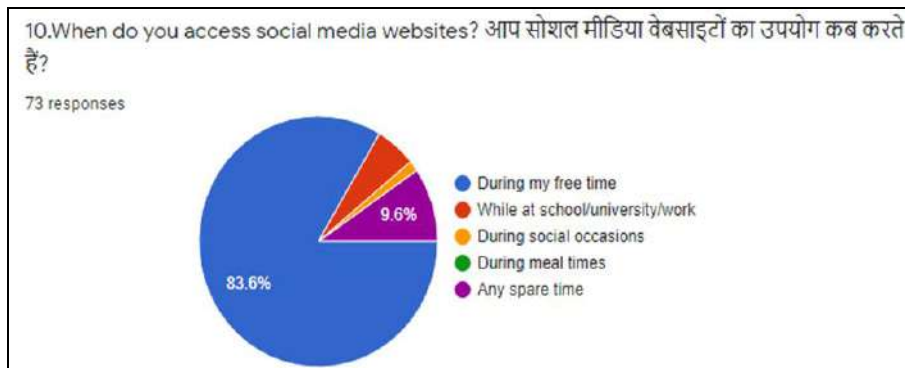


Fig 14: Accessibility options in a day

Table 9: When do you access social media websites?

Dining time free	While at school/ university/work	Any spare time	During occasions social	During time Meal
83.6%	5.5%	9.6%	1.4%	0.3%

In figure 18 out of 76 participants, 69.3% participants were agreed that they check their social media accounts before

going to bed, 30.7% participants were denied that they check their social media accounts before going to bed.

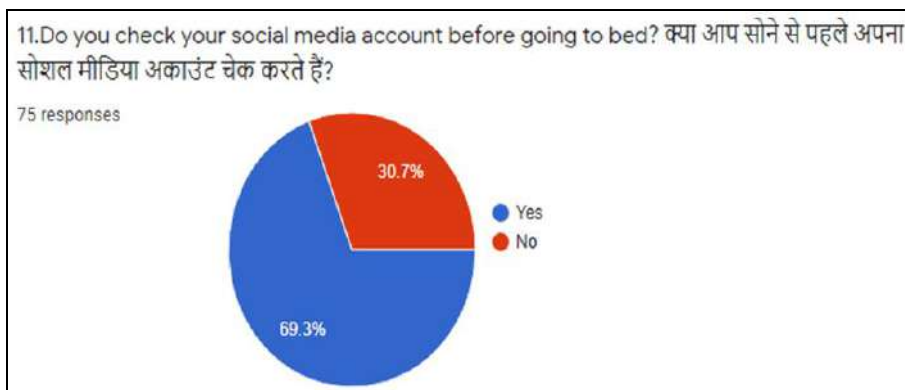


Fig 15: Social media users before going to bed

Table 10: Do you check your social media account before going to bed?

Yes	No
69.3%	30.7%

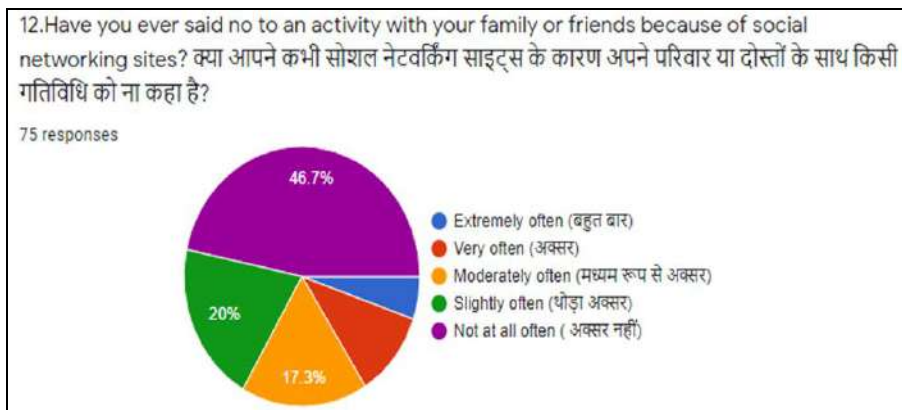


Fig 16: Social media users before going to bed]

Table 11: Have you ever said no to an activity with your family or friends because of social networking sites?

Extremely often	Moderately often	Slightly often	Very often	Not at all
7.9%	13.2%	21.1%	11.8%	46.1%

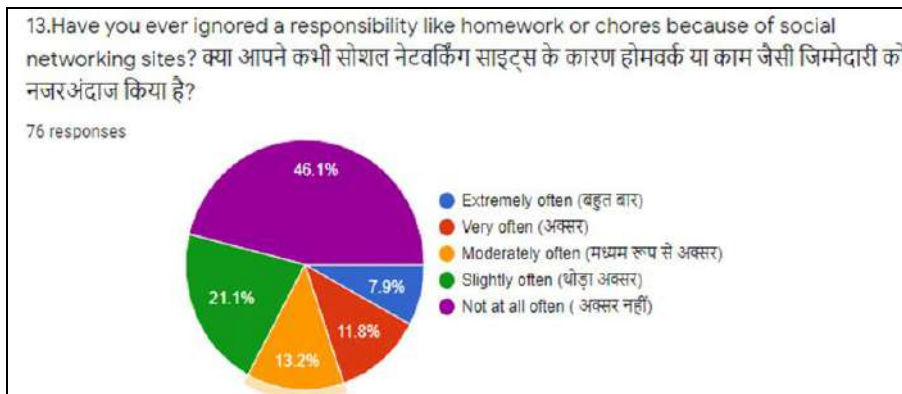


Fig 17: Effect on daily routine work due Social Media

Table 12: Have you ever ignored a responsibility like homework or chores because of social networking sites?

Extremely often	Moderately often	Slightly often	Very often	Not at all
7.9%	13.2%	21.1%	11.8%	46.1%

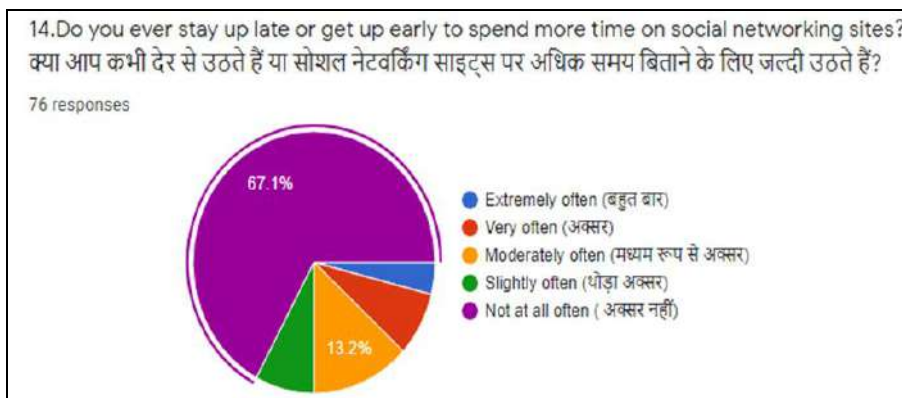


Fig 18: Effect on sleeping hours due to Social Media

Table 13: Do you ever stay up late or get up early to spend more time on social networking sites?

Extremely often	Moderately often	Slightly often	Very often	Not at all
often	often	often	often	all
3.9%	13.2%	7.9%	7.9%	67.1%

In figure 22 out of 76 participants, 73.7% participants were agreed that they had hidden their time on social networking

sites, 26.3% participants were denied that they had hidden their time on social networking sites.

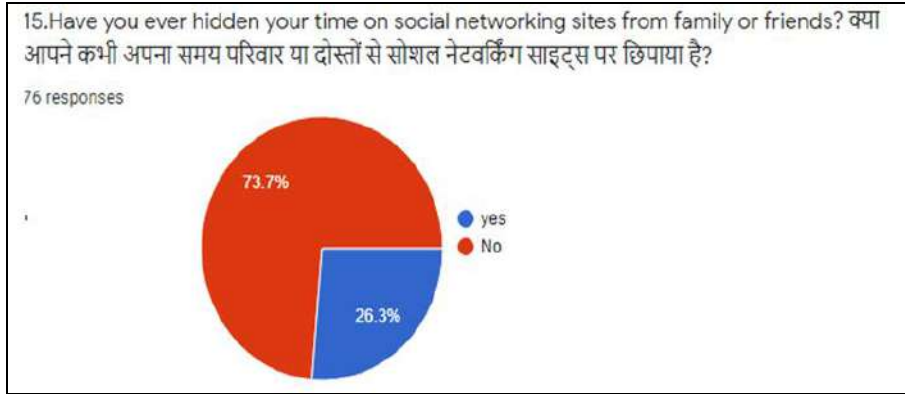


Fig 19: Hiding of social media activities

Table 14: Have you ever hidden your time on social networking sites from family or friends?

Yes	No
26.3%	73.7%

In figure 23 out of 76 participants, 34.7% participants were agreed that they prefer to interact with people on social networking sites rather than face to face, 26.3% participants were agreed that they prefer face to face interaction rather than on social networking sites.

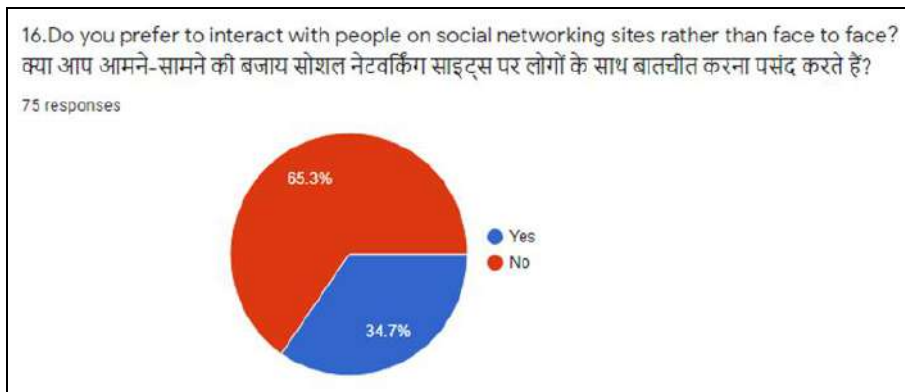


Fig 20: Opinion on communication style

Table 15: Do you prefer to interact with people on social networking sites rather than face to face?

Yes	No
34.7%	65.3%

In figure 24 out of 76 participants, 42.1% participants were agreed that they have more friends on social media than real life, 57.9% participants were agreed that they have more friends in real life than on social media.

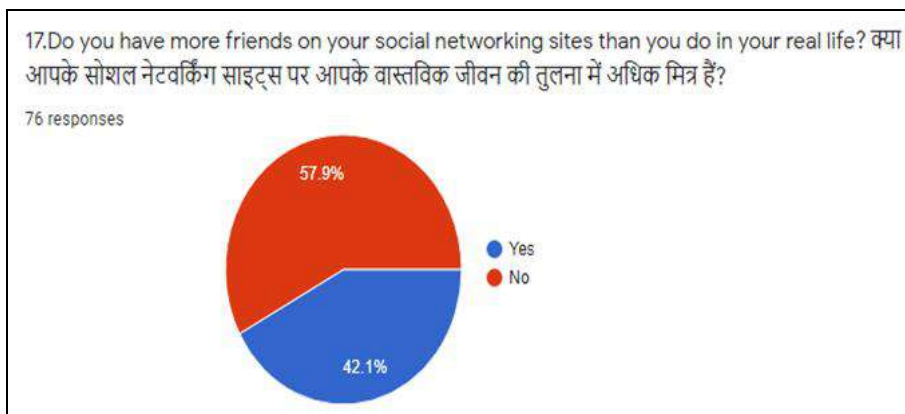


Fig 21: Effects on communicational habits

Table 16: Do you have more friends on your social networking, sites than you do in your real life?

Yes	No
42.1%	57.9%

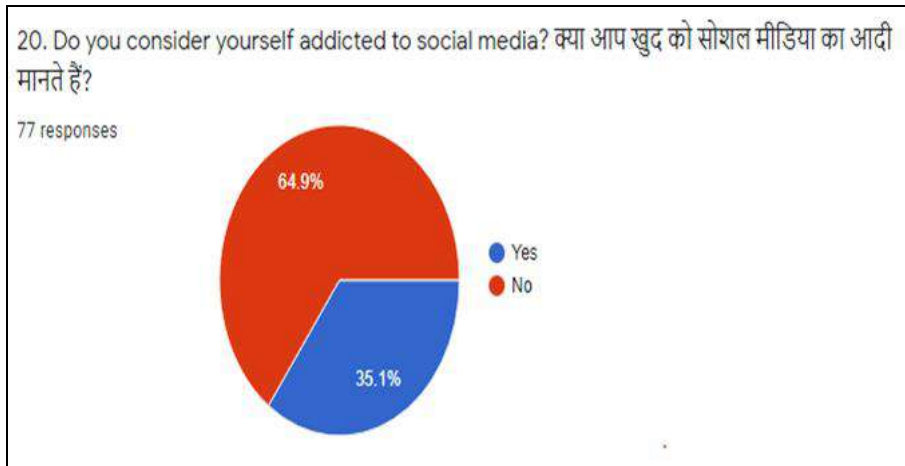


Fig 22: Addiction of Social Media

Table 17: Do you become frustrated or angry when a social networking site goes down or is unavailable?

Extremely often	Moderately often	Slightly often	Very often	Not at all
3.3 %	16.9%	28.6%	11.7%	39%

In figure 26 out of 76 participants, 31.2% participants were agreed that social media has affected their relationship with

loved ones and 68.8% participants were denied that social media has affected their relation with loved ones.

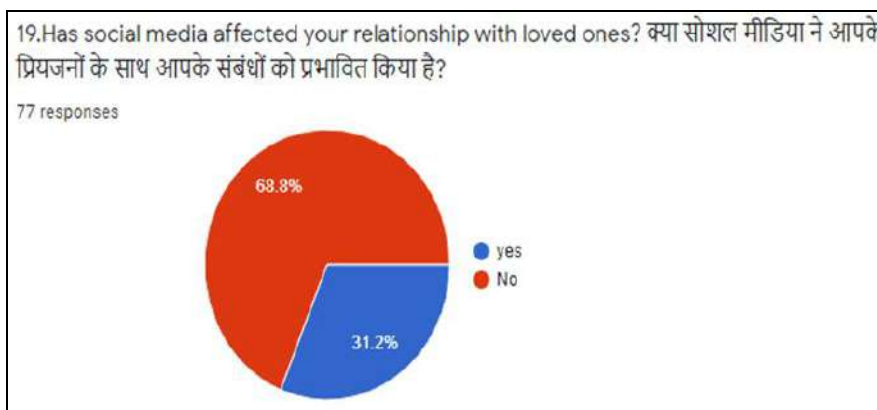


Fig 23: Effect in personal relationship due to Social Media

Table 18: Has social media affected your relationship with loved ones?

Yes	No
31.2%	68.8%

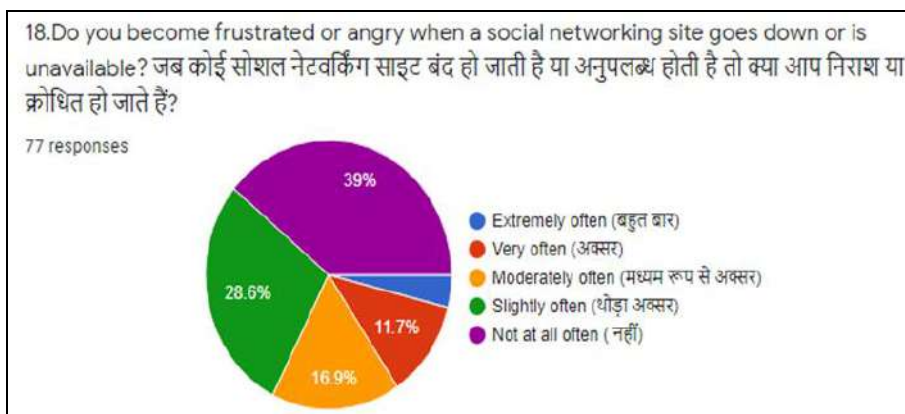


Fig 23: Opinion on craving of Social Media

Table 19: Do you consider yourself addicted to social media?

Yes	No
35.1%	64.9%

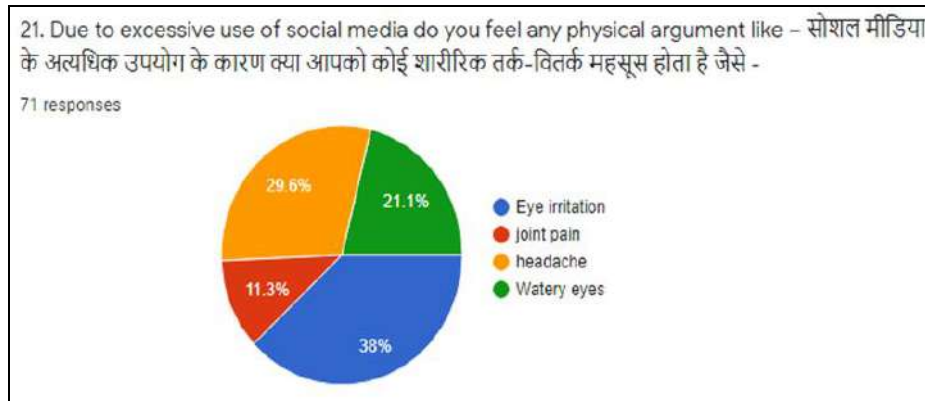


Fig 24: Effect on physical health of Social Media

Table 20: Due to excessive use of social media do you feel any physical argument like.

Eye imitation	Joint pain	Head ache	Watery eyes
38%	11.3%	29.6%	21.1%

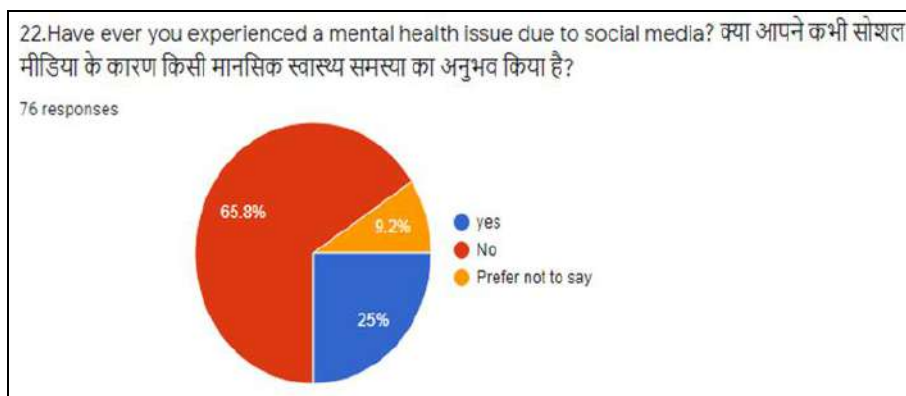


Fig 25: Effect on mental health due Social Media

Table 21: Have ever you experienced a mental health issue due to social media?

Yes	No	Prefer not to say
25%	65.3%	9.2%

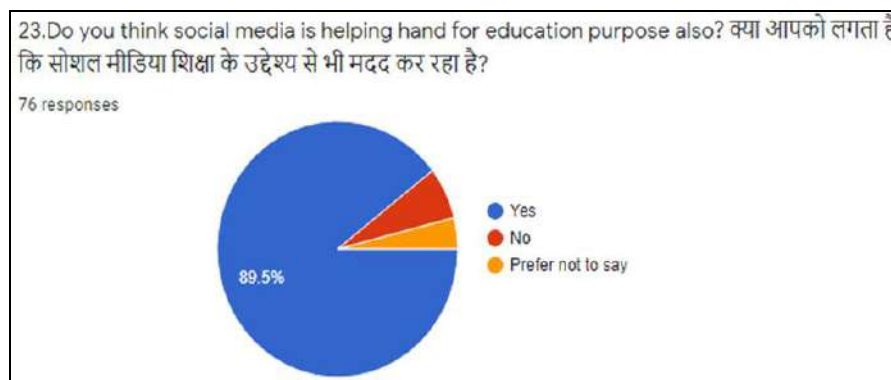


Fig 26: Positive impact of Social Media in education

Table 22: Do you think social media is helping hand for education purpose also?

Yes	No	Prefer not to say
89.5%	6.6%	3.9%

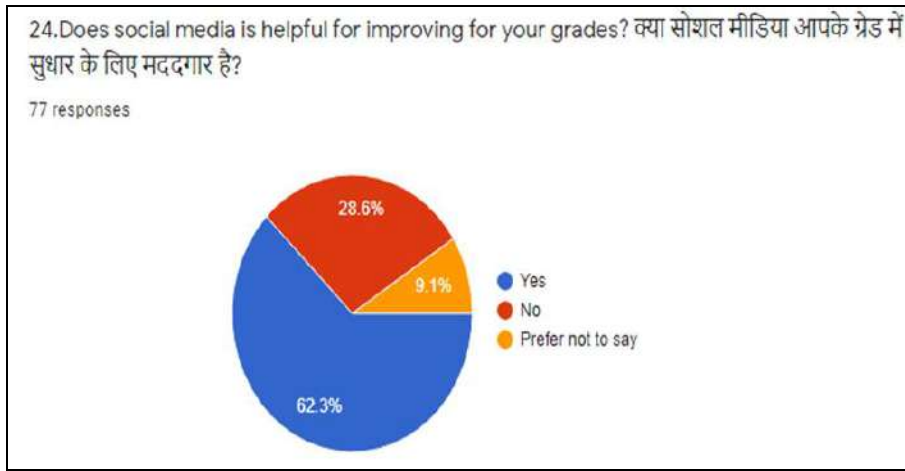


Fig 27: Effect of Social Media on Grades

Table 23: Does social media is helpful for improving for your grades?

Yes	No
62.3%	28.6%

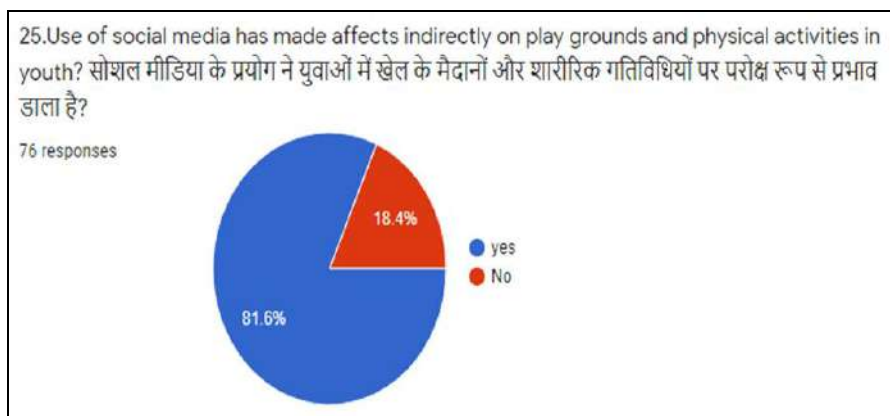


Fig 28: Effect on Physical activities due to Social Media

Table 24: Use of social media has made affects indirectly on play grounds and physical activities in youth?

Yes	No
81.6%	18.4%

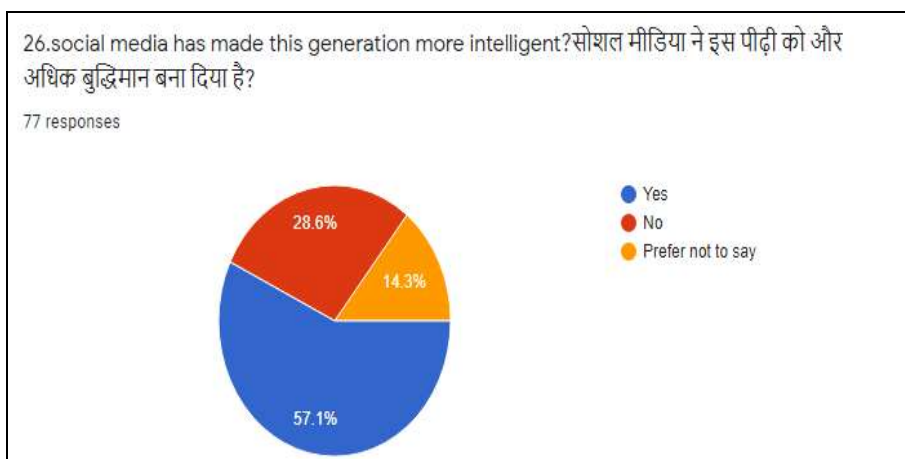


Fig 29: Opinion on being intelligent due to Social Media]

Table 25: Social media has this generation more intelligent?

Yes	No	Prefer not to say
57.1%	28.6%	14.3%

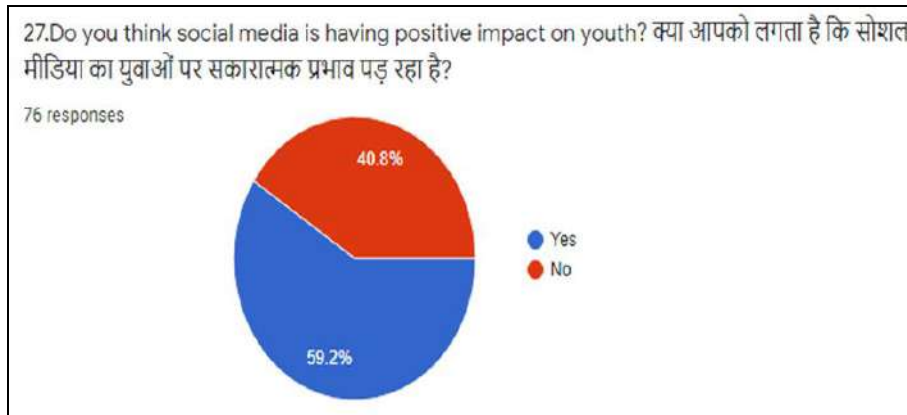


Fig 30: Positive impact of Social Media on youth]

Table 26: Do you think social media is having positive impact on youth?

Yes	No
59.2%	40.8%

Table 27: Does social media is playing essential role for betterment of society?

Yes	No
74.7%	25.3%

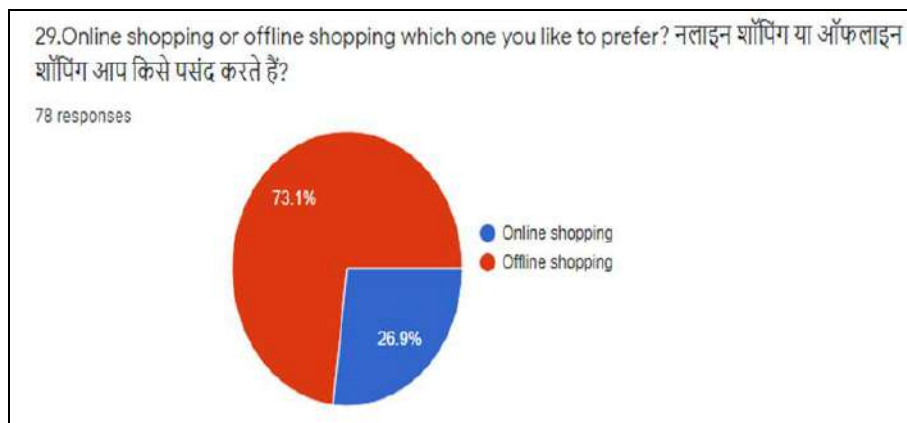


Fig 31: Effect on shopping due to social media

Table 28: Online shopping or offline shopping which one you like to prefer?

Online shopping	Offline shopping
26.9%	73.1%

Recommendations and Suggestions

- It is suggested to the parents that, they should check regularly their teenage children’s activities on social media and do not let them use social networking websites unnecessarily.
- If parents of teenaged social media users properly observe their children’s activities on internet, it will be very helpful for child’s learning purpose and educational performance.
- Internet service providers and other concerned competitive authorities should look into the matter of negative effects of social media on young generation, so as to provide a better environment to the young users.
- Awareness programmes related to social media usage should be arranged at school level.
- There should be arrangement of training programmes by schools focusing on negative impacts of internet

addiction and encouraging students to not fall prey to the harmful impacts of social media.

- Social Media Communication Hub has to be practiced with due respect to personal privacy of the users with an appropriate ethical angle.
- Explore the ways of Social Networking Sites to encourage the young people to build a value based new generation by sharing thoughtful messages or videos.

Conclusion

It is evident from the studies that social media has both positive and negative impact on adolescents. By analyzing the data I can conclude that I got total 76 responses out of that 52% were male and 48% were females. Approx 43.4% respondents were between the age group 18 to 25 which is highest majority of our survey. It is noticed that 31.6% teenagers (high school students) are highly dependent on the internet and mobile. 89.5% believe that social media can prove helping hand for education. Daily 37.1% youngsters spend 1 to 2 hrs on social media. 38% were agreed that due to excessive use of social media they feel eye irritation. 57.1% had opinion that social media makes youth the intelligent. 74.7% feels social media is useful for betterment

of society. It is also observed that youth from rural areas were less aware about the Internet and mobile phone use than the youth reside in urban areas.

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