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Research Article

**ASSESSMENT OF EFFECT OF SOCIAL MEDIA ON YOUTH IN  
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**Article Received:** June 2021**Accepted:** July 2021**Published:** August 2021**Abstract:**

*The world has turned into a global village by the advent of Information Technology. Internet surfing and social media apps have captivated the minds of the youth, for analyzing the effects of social media on students, the questionnaire study was designed and by using simple random sampling, sample of 380 students was selected visiting outpatient department departments of Tehsil Headquarters Hospital Minchinabad. By using bivariate analysis, result of this study depicts that social media plays vital role in influencing career, learning and job orientation among students.*

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**INTRODUCTION:**

The term “Social Media” was coined for a set of applications (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that connect people across the globe by one click for information sharing and exchanging opinions. There has been rapid advancements since the beginning of 21<sup>st</sup> century.

Social media surfing is common among all age groups and plays significant role in changing perceptions. Information Technology (IT) has revolutionized the world. These tools harness numerous ways of interacting and sharing opportunities to teach and learn foreign languages through internet. The world has developed into a global space. Surfers can connect with one other within seconds and share their ideas and opinions through video link. Social media links the people to their culture and heritage by producing documentaries. People also use social media to obtain information about other countries and to resolve disputes. Social media has both positive and negative impacts on the curious minds of the youth. Students use social media for learning, amusement, earning, shopping, advertisement and innovation.

Facebook allow students to make different groups to interact and discuss different topics. Social media also provide job opportunities through online advertisements and pop-ups. Some companies have online system for recruitment and evaluation. Some companies create their group or page for promotion and updating their clients.

**Objective:**

The rationale of this topic is to ascertain the effects of social media on youth. Its practical application in daily life and its impact on culture and society through different aspects vis-à-vis education, learning, infotainment, job opportunities, webinars, telemedicine, telecommunication, E-commerce, E-Health, skill development, and online shopping.

**Literature Review:**

Literature review provided the results of previous studies relating to the topic and it helped to select appropriate objectives and methodology for further enhancement on the topic. Tapscott (1998) described that, children grew in digital environment and digital literacy gave liberty to children in relation with adolescent in the world. Children had confidence on internet. Digital media had provided opportunities to contribute with those countries that have ICT (Information Communication Technology). According to Livingstone and Bober (2003), social media was the

main cause of generation gap in several ways like lack of awareness, recognition of domestic rules, and in what kids were really acting and what were parents’ opinion about their children’s doing. People forgot their rituals and traditions because of social media.

Berson and Berson (2005) stated that high use of internet linked high risks, and there had no risk of simple use of internet. In early childhood, they did not know about risks, and they need guider. In teenage, they had not developed abilities to make life’s choices. Elola and Oskoz (2008) said, Social media was very helpful in developing business relationship with other states and social media had positive effect in developing and understanding cultural relationships. Brady, Holcomb, and Smith (2010) stated that social media had provided efficient ways for education. Students used social media for e-learning. Lusk (2010) said that, social media could be used for academic purpose by students. Students could learn and enhance their communication skills by the use of social media. Social media had provided new web tools which could be used by the students to raise their learning skills. According to Jacobsen and Forste (2011), media had negative effect on grades, about two-thirds of the students were used media while doing homework, or in class which had bad impact on their grades. Kalpidou, Costin, and Morris, (2011) stated that there was a relationship between social media and grades, Ohio State University described in his study that those students had low grades who spent their time on social media, then those who did not spend their time on social media. According to Waddington (2011), adolescent thought social media as the component of their culture; not a craze. It could enhance their ability and they used it as educational tool. All the studies discussed above shows that, social media have different effects on different people. So, in this study we will check the effects of social media on young students.

**MATERIAL AND METHODOLOGY:**

on this study, 760 students have selected as a simple random sample from the 5000 patients by using Cochran formula (Bartlett, Kotrlik and Higgins, 2001). Questionnaire was designed to collect primary data from the selected sample. In questionnaire, Likert scale (Strongly Agree, Agree, Disagree, and Strongly Disagree) was utilized. After collecting this primary data, its descriptive statistics are measured by using software “SPSS” (Statistical Package for the Social Sciences).

**RESULTS AND DISCUSSION:**

In this study, 760 students presenting in outpatient department of Tehsil Headquarters Hospital Minchinabad have randomly selected for collection of primary data. In these 760 students, 53% students are

19 to 20 years old, 27% are 17 to 18 years old and remaining 20% are above 20. From these respondents, 49% are Male and remaining 51% are Female.

**Table 1: Age Wise Analysis**

		Strongly Agree	Agree	Disagree	Strongly Disagree	
1	<b>Social media provide learning opportunities</b>					
	Age	17-18	60	140	8	0
		19-20	86	300	8	6
		20 above	24	128	0	0
2	<b>People use social media for entertainment</b>					
	Age	17-18	88	64	24	32
		19-20	188	134	8	70
		20 above	74	46	0	32
3	<b>Social media provide opportunity to find job</b>					
	Age	17-18	70	116	16	6
		19-20	114	216	16	54
		20 above	54	74	0	24
4	<b>Too much use of social media causes health problem</b>					
	Age	17-18	42	96	32	54
		19-20	102	214	44	62
		20 above	48	38	30	18
5	<b>Social media use for communication with friends</b>					
	Age	17-18	84	116	8	0
		19-20	198	136	30	36
		20 above	52	44	8	8
6	<b>Social media use for advertisement</b>					
	Age	17-18	44	52	24	48
		19-20	52	256	22	30
		20 above	38	76	0	38
7	<b>Social media use for online shopping</b>					
	Age	17-18	46	122	8	32
		19-20	104	288	8	0
		20 above	40	66	22	24

Response of each sampling unit with respect to age is presented in Table 1. Results reveals that out of 380 total respondents, 30 respondents from 17-18 age group, 43 from 19-20, and 12 respondents of age above 20 said strongly agree, while 70, 150, and 64 respondents of these age group respectively said Agree with the statement about learning opportunities. For the statement about entertainment, 44 participants from 17-18, 94 from 19-20 and 37 from above 20 are strongly agree while 32, 67, and 23 from respective age groups vote for agree. However, 35 participants said strongly agree and 58 said agree from 17-18 age group, 57 said strongly agree and 108 said agree from group of 19-20 age, while 27 said strongly agree and

37 said agree from group of above 20 years old participants for the statement of job opportunities. Furthermore, 21 respondents from group 17-18, 51 from 19-20, and 24 from above 20 are strongly agree with the statement that social media causes health problem while 48 from 17-18, 107 from 19-20, and 19 from above 20 years old group are agree with it. Results of Table 1 also depicts that, from age group of 17-18, 42 are strongly agree and 58 are agree with the statement about communication with friends, while 99 and 68 from group of 19-20, 46 and 22 from group of above 20 age are strongly agree and agree with the statement respectively in both groups. About the use of social media for advertisement, 22 participants of

group 17-18, 46 from 19-20, and 19 from above 20 age are strongly agree, while 46 from 17-18, 128 from 19-20, and 38 from above 20 age are agree with it. On the same line, 23 respondents said strongly agree and 61 agree with the role of social media in online shopping

form the age group of 17-18, 52 respondents said strongly agree and 144 agree from age group of 19-20, while from group of above 20 years old respondents 20 said strongly agree and 33 agree with this statement.

**Table 2: Gender wise Analysis**

		Strongly Agree	Agree	Disagree	Strongly Disagree	
1	<b>Social media provide learning opportunities</b>					
	Gender	Male	92	270	8	0
		Female	78	298	8	6
2	<b>People use social media for entertainment</b>					
	Gender	Male	188	134	0	48
		Female	162	110	32	86
3	<b>Social media provide opportunity to find job</b>					
	Gender	Male	100	204	16	50
		Female	138	202	16	54
4	<b>Too much use of social media causes health problem</b>					
	Gender	Male	104	160	24	82
		Female	88	188	44	70
5	<b>Social media use for communication with friends</b>					
	Gender	Male	196	118	40	16
		Female	178	178	6	28
6	<b>Social media use for advertisement</b>					
	Gender	Male	128	150	24	68
		Female	46	274	22	48
7	<b>Social media use for online shopping</b>					
	Gender	Male	106	224	16	24
		Female	84	232	22	32

Response of each sampling unit with respect to gender is presented in Table 2. Results reveals that out of 760 total respondents, 92 male respondents, and 78 female respondents said strongly agree, while 270 males, and 298 female respondents said Agree with the statement about learning opportunities. For the statement about entertainment, 188 male participants, and 162 female participants are strongly agreeing while 134 males and 110 female participants vote for agree. However, 100 participants said strongly agree and 204 said agree from male group, while 138 said strongly agree and 202 said agree from female group for the statement of job opportunities. Furthermore, 104 respondents from male group, and 88 from female group are strongly agree with the statement that social media causes health problem while 160 male participants, and 188 female participants are agreeing with it. Results of Table 2 also depicts that, from male group 196 participants are strongly agree and 118 agree with the statement about communication with friends, while 178 participants are strongly agree and also 178 participants are agree with the statement respectively

in both groups. About the use of social media for advertisement, 128 male participants, and 46 female participants are strongly agreeing, while 150 from male group, and 274 from female group are agree with it. On the same line, 106 respondents said strongly agree and 224 agree with the role of social media in online shopping form the male group, while 84 respondents said strongly agree and 252 agree from female group with this statement.

#### **CONCLUSION AND RECOMMENDATIONS:**

This study investigates the effects of social media on youth. Results shows that social media plays significant impact in learning and job expeditions. Teenagers mostly use social media for communication with friends and families. Results also illustrate that social media cause mental and health hazards affecting psych socioeconomic lives. While using social media, subscribers need to remember the cultural values, social norms, and religious values.

On the basis of the above study, the pivotal recommendations are:

- Social media should be used for positive purposes.
- Use of social media in informative way for skill development and resource management.
- To minimize its negative effects Government needs to take pronged steps to block explicit websites.
- Civil society should create awareness among the youth to discourage surfing illegal websites.
- Government need to make policies to filter information and content being shared on social media to hamper mental trauma and frustration among the surfers.
- A strong recommendation for the users of social media is that they must use social media responsibly keeping in mind the repercussions.
- Teenagers should use their time productively instead of wasting their precious time on other social networks like WhatsApp, Twitter, Facebook, and YouTube.
- To secure the future of children, teachers and parents should keep a check and define a time limit of usage on their young ones so that they don't fall victim and addicted to the glamour of social media.

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