



Social Media and its Impact on Youth of Kathmandu Valley

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Abstract

Social media is a worldwide networking platform that serves as a medium for the people to connect and communicate with each other and for the youth to explore the world. The objective of this study was to examine the social media factors affecting on the youths of Kathmandu valley. The study is based on 408 respondents from Kathmandu valley. To achieve the purpose of study, structured questionnaire was prepared. Inferential statistics were used to make proper analysis. The result shows that types of social media used and availability of social media are positively correlated with impact on youth. The regression result shows that the beta coefficients for types of social media used and availability of social media are positive and significant with impact on youth. The result also shows that the beta coefficient for psychology of social media users is negative with impact on youth.

Keywords: *Impact on youth, social media, Mobile Devices, Education, Psychology of social media users.*

Introduction

Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, and share content, video call among much other functionality it offers to its users.

Students can learn to manage time and resources effectively, master the art of accessing and processing skills gained in a meaningful context, and communicate this information clearly to the intended audience. Integrating the Internet with communication allows students to share personal perspectives, knowledge, experiences, and structure discussions for debate (Wakefield & Rice, 2008). The negative side of

cyber-communication is the access to personal information, the user can find out where someone lives, a phone number, even directions to someone's house. Since, it is becoming increasingly hard to protect children from unsafe access to their personal information. Research carried out in the USA reveals that one in five youth, ages 10 to 17, received unwanted sexual advances online (Olsen, 2006).

The use of social media has both negative and positive impacts on our youths today. The positive impacts of social media on the youth today include making them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings. It bridges the gap between friends since a person say in Nepal can network and interact with his or her friend in the United States. This in turn helps in strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world. Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for the unemployed youths. From the many interviews carried daily, youths say that social media platforms make their lives enjoyable, efficient and easier and has also become their lifestyle.

It has negative impact of social media on the youth today include making them to reduce the number of face-to-face interactions amongst the youths because they normally spend most of their time on these online social platforms. An evaluation from a number of studies done by various scientists show that social isolation can cause a number of effects such as physical, emotional, mental and psychological issues in these youths. This can in turn lead to depression, anxiety and many other problems. It also leads to misspelling of words and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact more so on students because it affects their language capabilities directly and this lead to poor grades in languages.

Communications media, whether pen and paper, phone calls, face book, or twitter can exacerbate or alleviate the perils of teenage life, or even do both at the same time. But today's social media have the potential to amplify age-old anxieties and rites

of passage in ways that yesterday's communications media did not — by opening once-private exchanges for an entire school to see, adding photos and videos to words, allowing an entire community the chance to comment on what is seen or heard or said online, and by maintaining a permanent record of all those interactions (Boyd, 2007).

Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individual (Yaeger and Pumper, 2011).

According to Ramnarain and Govender (2013), social media is the interaction among people in which they create share or exchange information and ideas in virtual communities and networks. Wang (2011) argued that social media is the relationship that exists between networks of people.

Social media might be sometimes seemed like just a new set of cool tools for involving young people. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And, it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications (Bradley, 2009).

Popular Social Media Sites

Facebook: This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business (Shabnoor et al, 2016). It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter: We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character

limit to pass on information (Shabnoor et al., 2016). Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

Google+: Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

YouTube: YouTube, the biggest and most well known video-based online networking site was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google (Bin Zhao et al., 2011).

Pinterest: Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients (Shabnoor et al., 2016). Private ventures whose intended interest group is for the most part comprised of ladies should put resources into Pinterest as the greater parts of its guests are ladies.

Instagram: Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

Tumblr: Tumblr is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating locales. The stage permits a few diverse post groups, including cite posts, talk posts, video and

photograph posts and in addition sound posts, so you are never constrained in the kind of substance that you can share (Bin Zhao et al.,2011). Like Twitter, reblogging, which is more similar to retweeting, is speedy and simple. The long range informal communication site was established by David Karp in February 2007 and at present has more than 200 million sites.

Flickr: Flickr, articulated “Glint,” is an online picture and video facilitating stage that was made by the then Vancouverconstruct Ludicorp in light of February 10, 2004, and later obtained by Yahoo in 2005. The stage is well known with clients who share and install photos (Nagar, et al., 2018). Flickr had more than 112 million clients and had its impression in more than 63 nations. Million of photographs are shared day by day on Flickr.

Reddit: This is social news and excitement organizing site where enlisted clients can submit substance, for example, coordinate connections and content posts. Clients are likewise ready to arrange and decide their position on the site’s pages by voting entries up or down. Entries with the best votes show up in the best classification or primary page.

Snapchat : Snapchat is a image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University (Nagar, et al., 2018). The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.

WhatsApp: WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices (Nagar, et al., 2018). Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2004, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

BizSugar: BizSugar is a person to person communication stage and specialty asset for entrepreneurs, business visionaries and directors. The site was made in 2007 by DBH Communications, Inc., a supplier of honor winning business distributions, and later obtained by Small Business Trends LLC, in 2009 (Bin Zhao et al., 2011). The stage enables clients to share recordings, articles, blog entries, podcast among other substance. It additionally enables clients to view and vote on entries by different individuals.

Delicious: This site was established by Peter Gadjokov and Joshua Schachter in 2003 and obtained in 2005 by Yahoo. Before the finish of 2008, Delicious guaranteed that it had bookmarked 180 million URLs and procured more than 5.3 million clients. In January this year, Delicious Media said that it had obtained the administration.

Khurana (2015) found that people spend more than usual hours on social networking sites to download pictures, browse through updates, seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the youth wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have derived benefit out of these sites whereas some have become academically challenged by the use of these websites. Individuals have set their own limits as to when and when not to access these websites but we witness very few out of the lot who does not access or make use of these sites at all.

Arnett (1995) argued that young people make active choices of the media according to their personalities, socialization needs, and personal identification needs (Arnett, 1995).

According to Sengupta and Chaudhary (2008), social media is considered as the major source of harassment for teen users. Similarly, Sanders et al. (2000) found that greater internet use is associated with weaker relationships with their parents and friends, although directionality could not be determined.

Lenhart (2009) argued that in the past five years social networking has rocketed from a niche activity into a phenomenon that engages tens of millions of internet users. The study proposes that online social networking profiles posted by adolescents contain intimate, candid, and observable self-disclosure and peer interaction

that can be analyzed creating an overall picture of adolescent behavior, highlighting specific areas needing additional research, and addressing implications for parental monitoring and intervention.

Parvathy (2015) revealed that youths are getting effected in their mental and knowledge concentration and youth being considered as future productivity citizens, are wasting time doing unnecessary chi-chats and commenting on non-productive things like posts and pictures.

According to Tynes (2007), online socialization through network like facebook is more beneficial to the development of adolescents.

Byron (2014) argued that social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. Ten years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town.

Finekelhors (2008) examined an internet survey of representative youth aged 10 to 17 years in the United States and found that one in five youth were exposed to sexual solicitation, one in seventeen were harassed or threatened and only a fraction reported these cases. While, more than sixty three percent reported being upset, embarrassed or stressed as a result of these unwanted contacts.

In the context of Nepal, Jha et al. (2016) found that with limited academic benefits and excessive use of facebook leads to increase in the risk of face book additive behavior. And, resulting in less time spent on academics.

According to Dahal et al. (2015), media teaches different ways of smoking to its audiences. The study found that different forms of media including cinema, music, magazines, television, games and music sponsorship are found to be important predictors for smoking status of college students in urban Nepal. Social media is one of the means of connections among the people in which they create, share, and exchange information and ideas in virtual communities and network (Shrestha, 2014).

The above discussion reveals that there is no consistency in the findings of various studies concerning the studies on impact of social media on youth.

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

Social media sites cause growth of different ideas from the creation of blogs, podcasts, videos, and games, and foster one's individual identity and unique social skills (Boyd, 2008)

Objective of the Study

The major objective of the study is to analyze the impact of social media on youth of Kathmandu valley. More specifically, it examines the impact of types of social media used, time spends on social media, availability of social media and psychology of social media users on youth's lifestyle.

Methodological Aspects

This study is based on primary data which were gathered from the 408 respondents, which mainly deals with the social media factors impacting youth's lifestyle in Kathmandu valley. This study followed descriptive and explanatory research designed. Convenience sampling method has been used. Descriptive and inferential statistics have been used to make analysis of data. Information were collected through Likert 5 point scale questionnaire leading 1 *strongly disagree* to 5 *strongly agree*.

The model

As a first approximation, this study assumes that the impact on youth depends on several dimensions (types of social media used,time spend on social media,availability of social media and psychology of social media users).Therefore, the regression model takes the following form:

Impact on youth = $f(TYP, TS, AV \text{ and } PSY)$

More specifically,

$$Y = \beta_0 + \beta_1 TS + \beta_2 TYP + \beta_3 AV + \beta_4 PSY + e \dots \dots \dots (i)$$

Where,

Y=Impact on youth, TS=Time spend on social media, AV=Availability of social media, TYP=Types of social media used, PSY=Psychology of social media users, e= error term, β_0 = Intercept of the dependent variable and $\beta_1, \beta_2, \beta_3, \beta_4$ are the beta coefficients of the explanatory variables to be estimated.

Types of social media used

Social media is the interaction among people in which they create share or exchange information and ideas in virtual communities and networks. According to Tynes (2007), there is positive relationship between types of social media used and impact on youth. Likewise, O'keeffe (2011) revealed that types of social media used positively influences on youth. Based on it, this study develops the following hypothesis:

H₁: There is positive relationship between types of social media used and impact on youth.

Time spend on social media

Time spend on social media is defined as to spend a particular amount of time doing something or to make a particular amount of effort in order to do something using social media. Kalra and Manani (2013) argued that excessive use of social media negatively influences on the youth. Similarly, to Narayan (2010) found that time spend on social media is negatively related with impact on youth. Based on it, this study develops the following hypothesis:

H₂: There is negative relationship between time spend on social media and impact on youth.

Availability of social media

Availability of social media is the quality of being able to used or obtained. According to Narayan (2010), the youth is positively affected by availability of social media. Likewise, Tinto (2007) argued that availability of social media influences

youth positively. Based on it, this study develops the following hypothesis:

H₃: There is positive relationship between availability of social media and impact on youth.

Psychology of social media users

Psychology is the mental characteristics or attitude of a person or group that deals with emotional and mental processes. Tinto (2007) found that psychology of social media users is negatively related with impact on youth. Similarly, Finekelhors (2008) revealed that psychology of social media users negatively influences on youth. Based on it, this study develops the following hypothesis:

H₄: There is negative relationship between psychology of social media users and impact on youth.

Results and Discussion

Mean and correlation analysis

On analysis of data, correlation analysis has been undertaken first and for the purpose, Pearson’s correlation coefficients have been computed and the results are presented in Table 1.

Table 1 Pearson’s correlation matrix for the dependent and independent variables

This table reveals the Pearson’s correlation coefficient between dependent and independent variables. Impact on youth (Y) is the dependent variable and time spend on social media (TS), types of social media used (TYP), availability of social media (AV) and psychology of social media users (PSY) are the independent variables.

Variables	Mean	Std. Deviation	TS	TYP	AV	PSY	Y
TS	2.04	0.47	1				
TYP	3.62	0.63	0.15	1			
AV	3.48	0.59	0.08	0.04	1		
PSY	2.91	0.69	.232*	0.03	0.11	1	
Y	3.58	0.60	0.38*	0.56*	0.45*	-0.52*	1

Notes: **. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

The table shows that the average value of types of social media used is 3.62. Likewise, average value of impact on youth is 3.58. Similarly, the average value of time spend on social media, availability of social media and psychology of social media users are 2.04, 3.48 and 2.91 respectively.

The result shows that types of social media used is positively related to impact on youth. This means that increased in types of social media used leads to increase in the impact on youth. Similarly, time spent on social media is positively related to impact on youth. This indicates that increase in time spent on social media leads to increase in the impact on youth.

Likewise, the result shows that availability of social media is positively related to impact on youth. This indicates that increase in availability of social media leads to increase in impact on youth. However, the psychology of social media users is negatively related with impact on youth. This indicates that higher psychology of social media users leads to decrease in impact on youth.

Regression analysis

Having indicated the Pearson correlation coefficients, regression equations have been computed and the results are presented in Table 2. More specifically, it shows the regression of time spend on social media, types of social media used, availability of social media and psychology of social media on impact on youth.

The table shows that beta coefficient is positive and significant for time spends on social media which is not as per the prior hypothesis. However, the beta coefficient for types of social media used is positive and significant. It indicates that more the types of social media, better would be the impact on youth. This finding is similar to the findings of Narayan (2010).

Similarly, the beta coefficient is positive and significant for availability of social media. This means that higher the availability of social media, the better would be the impact on youth. This finding is consistent to the findings of Khurana (2015). Likewise, the beta coefficient is negative for psychology of social media users. This means that better the psychology of social media users, lower would be the impact on youth. This finding is similar to the findings of Finekelhors (2008).

Table2 Impact of social media use on youths

The results are based on panel data of 408 observations by using regression model. The model is: $Y = \beta_0 + \beta_1 TS + \beta_2 TYP + \beta_3 AV + \beta_4 PSY + \varepsilon$ where, dependent variable is Y (impact on youth) and independent variables are TS (time spends on social media), TYP (types of social media used), AV (availability of social media) and PSY (psychology of social media users).

Model	Intercept	TS	TYP	AV	PSY	R ²	SEE	F-value
1	3.530 (13.11)	0.02 (0.203)**				0.10	0.6065	0.041
2	3.250 (9.35)		0.09 (0.97)**			0.001	0.60372	0.945
3	3.121 (8.776)			0.13 (1.32)**		0.007	0.60134	1.473
4	3.608 (13.832)				-0.009 (-0.098)**	0.010	0.60653	0.010
5	2.819 (5.829)		0.087 (0.923)**	0.129 (1.281)**		0.006	0.60179	1.296
6	2.867 (5.345)		0.086 (0.910)**	0.131 (1.290)**	-0.019 (-0.213)**	0.004	0.60471	0.871
7	2.825 (4.889)	0.026 (0.200)**	0.087 (0.915)**	0.130 (1.268)**	-0.023 (-0.251)**	0.014	0.60770	0.656

Notes:

1. The asterisk signs (*) and (**) indicate that results are significant at the 1 percent and 5 percent level respectively.
2. Figures in parentheses are t-values.
3. Impact on youth is the dependent variable.

Summary and Conclusion

In order to minimize the time wastage on chatting and other irrelevant engagements that are not of major importance on the youths' lives, the youths need to be trained on better usage of the social media. Psychology of social media users, availability of different social media and total time spent on social media are the main factors that have major role in affecting the youths of present days. The scope and importance of social media increases with the positive use of available social media. The impact on youth may be of both: positive and negative, it's upon youths whether to have social media as a boon or as a curse.

This study attempts at determining the social media factors impacting youths' lifestyles. The study is based on primary data. The data was collected through the distribution of questionnaire. Altogether total of 408 questionnaires were collected. To achieve the purpose of the study structured questionnaire was prepared. This study hypothesizes that the impact on youth depends on several factors such as types of social media used, time spend on social media, availability of social media and psychology of social media users.

The correlation analysis shows that types of social media used, time spend on social media and availability of social media users are positively related to impact on youth. It reveals that increase in the types of social media and more the time spend on social media, better would be impact on youth. This also indicates that higher the availability of social media, better would be impact on youth. However, the psychology of social media users is negatively related with impact on youth. This indicates that better the psychology of social media users, lower would be impact on youth. The regression analysis shows that types of social media used and time spend on social media have positive influence in impact on youth. Similarly, availability of social media also have positive influence in impact on youth. This indicates that increase in the types of social media used and time spent on social media leads to better impact on youth. It also reveals that increase in the availability of social media leads to better impact on youth. However, with proper instruction, guidance, and supervision, there is the potential for the impact of positive, personal growth. It is important to teach and model for our youth how and why to get “unplugged”. In this age of ever increasing electronic usage, from cellular phones to computers to iPods to video games, it is vital to bring back human social interaction. Balancing the “virtual” world with the “real” world can be the greatest gift of all.

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