

## **ANALYSIS AND SOLUTION OF PROBLEMS ASSOCIATED WITH YOUTH DUE TO INCREASING USE OF SOCIAL MEDIA PLATFORMS: A CASE STUDY**

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### **ABSTRACT:**

A significant problem today is the detachment of young people from their parents' feelings. The growing usage of social media by young people in this regard is a significant influence. The issue is escalating every day. Social media and internet addiction have captivated family members' emotions. This study focuses on recognizing the issues brought on by young people's growing use of social media and determining the best course of action. The SWOT analysis method is employed to determine the advantages and disadvantages of social media. According to this research's findings, the issue can be reduced if kids have the correct understanding about social media use. Parents can keep their kids away from social networking sites and rekindle their relationship with their kids by playing indoor and outdoor games, dancing, and participating in other enjoyable activities with them.

**KEYWORDS**-Detachment of feelings, youth, social media, parents

**INTRODUCTION:** The digital age has altered how people live. The internet and smartphones have become indispensable in our daily lives. Social media use has skyrocketed along with the proliferation of smartphones. Social networking has made life simpler. With the help of social media platforms, we may quickly locate our former acquaintances and relatives. Social media has made learning easier and more engaging.[1] According to a Pew Research Center survey done in the United States in 2019, adults often use Facebook and YouTube, while youths typically use Snapchat, Instagram, and TikTok.[2]. Social media may be a great tool if used correctly. But when it turns into an addiction, crime results. Social media addiction has led to a number of social problems. Some of the serious issues include sexual frustration, depression, a desire for likes and comments, insomnia, and irritability [3].

According to research, children between the ages of 8 and 12 spend roughly 6 hours each day on social media, while this time rises to 9 hours for youngsters between the ages of 13 and 18. Social media contains both legitimate and fake content of every kind. The youth lacks the maturity to understand the consequences of using social media sites. These social media platforms have the potential to steer kids toward the criminal underworld if good parenting is not practiced. They have the option of committing the act or becoming its victims [4]. Due to excessive use of social media, students become diverted from their schoolwork. They find it difficult to focus on their studies and constantly search for their phones to see how many people have liked or disapproved of my posts [5].

The fact that youngsters begin to live in the virtual world is one of the main problems with widespread use of social media. They use social media as a technique for developing their public image and being well-liked [6]. They believe their friends on social media are their well-wishers and are giving them their complete attention and cooperation. Children begin prioritizing the advice of their social media pals at this age rather than their parents' recommendations [7]. They become annoyed when parents advise them to cut back on their use of mobile phones. Numerous incidences of this nature have revealed that kids will even kill their parents to prevent them from using cell phones. When using social media frequently, one loses the feelings and emotions that he should have for his family.

Children utilize social media to learn about adult-related concerns that could divert their attention. They are drawn to this material and develop a taste for porn. If suitable therapy is not provided in a timely manner, their drive to learn about the other sex could ruin their career [8].

**I. PROBLEM STATEMENT:** Social media has a significant impact on our way of life. Social networking has now become an addiction for many people. Young people and society as a whole are having a lot of issues as a result. The following are some of the typical issues that young people encounter:

- The amount of time that can be spent studying is being cut short by smartphone addiction.
- Family members' emotions are being distorted by excessive smartphone use.
- When the guardian requests that you cease using social media sites, irritation reaches its peak.
- Suicide also results from depression brought on by not being popular.
- Social media makes it simple to find sex-related issues that parents neglect.

- Online gaming causes both financial loss and suicide.
- The use of social media is growing online fraud.

**METHODOLOGY:** This work uses descriptive research as a method of analysis. This strategy makes effective use of social media by taking the parents' perspective. A first SWOT analysis is conducted to evaluate the advantages and drawbacks of social media.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) of any system are denoted by the acronym SWOT. This process is used to identify the crucial characteristics of the problematic area. The findings of the SWOT analysis conducted for this study are shown in tabular form.

**TABLE-1 SWOT ANALYSIS:**

SWOT ANALYSIS					
This data is based on student's record		Total parents 200 (50 parents in each area) as respondents			
Strengths		Area A	Area B	AreaC	Area D
1	Connectivity with friends and relatives	45	47	42	45
2	Self-exploring tool	46	44	37	40
3	Great marketing tool	35	37	44	36
4	Easily available online learning	34	35	40	36
Weaknesses					
1	Wastage of time	46	45	47	44
2	Addiction of likes and comments	47	46	45	46
3	Missing emotions for family	46	46	45	43
4	Increased irritability against boundations	46	48	48	49
Opportunities					
1	Enhanced learning opportunities in remote areas	44	41	42	40
2	Better employment opportunities	44	45	46	44
3	Opportunities for civic engagement	44	35	33	35
Threats					
1	Cyber crimes	47	46	45	48
2	Sexual traps	44	45	43	42
3	Suicides in depression	44	45	45	46

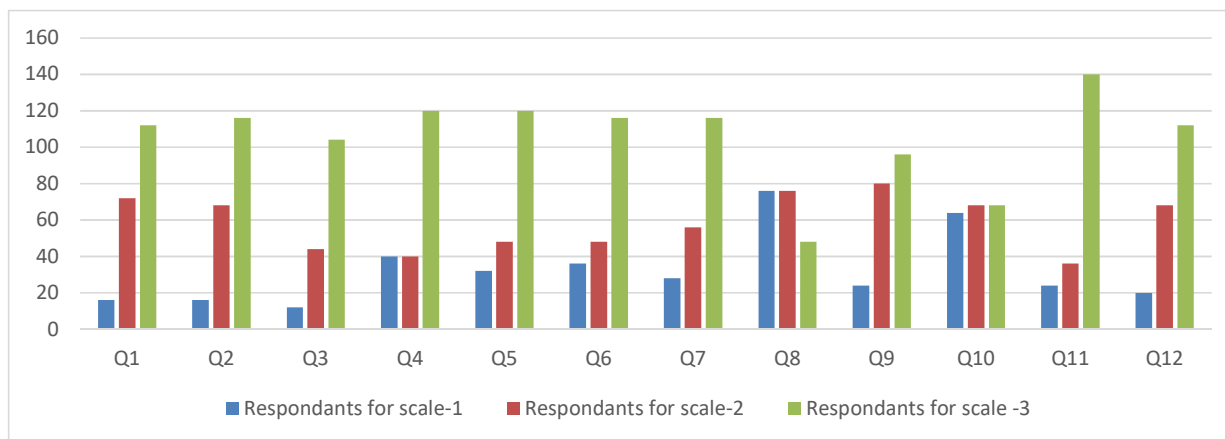
The youth then compiled a problem statement regarding the justifications for spending so much time on social media. Then, students were asked to provide answers to the parent-collected linked problems. Children were asked to rank the solutions using a three-point scale based on priority using a questionnaire that was created based on those answers (as shown in the appendix). The information was then translated into graph form, and the outcome was examined. The following actions were taken to increase the significance of the relevant field:

1. Parents don't talk about difficulties with social media.
2. Absence of parental involvement.
3. Parents using their smartphones excessively.
4. Parents who don't set social boundaries
5. Unawareness of online fraud.
6. Parents attempt to compel their children to quit using social media.
7. Parents forbid meeting up with pals.
8. Parents are not permitted to accompany children to outdoor games

**RESULT AND OUTCOME:**

<b>Table:2 (Data analysis of questionnaire)</b>		<b>Total Respondent 200</b>	
<b>Questions</b>	<b>Number of respondents for scale 1</b>	<b>Number of respondents for scale 2</b>	<b>Number of respondents for scale 3</b>
<b>Q1</b>	16	72	112
<b>Q2</b>	16	68	116
<b>Q3</b>	12	44	104
<b>Q4</b>	40	40	120
<b>Q5</b>	32	48	120
<b>Q6</b>	36	48	116
<b>Q7</b>	28	56	116
<b>Q8</b>	76	76	48
<b>Q9</b>	24	80	96
<b>Q10</b>	64	68	68
<b>Q11</b>	24	36	140
<b>Q12</b>	20	68	112

Graph 1: Graph representing the viewpoint of respondents on different points of the questionnaire.



**Interpretation Of Graph:** The graph interprets that the most prioritized questions from the youth's viewpoint were Q1, Q2, Q4, Q5, Q7, Q11, Q12 (questions are shown in the appendix) which were to be used as tools for the solutions of their problems.

**CONCLUSION:** The purpose of this research paper is to identify the issues that society is experiencing as a result of the growing use of social media. The study examines the benefits, drawbacks, chances, and dangers of using these platforms. Additionally, it extracts the parent's

perspective on the growing issue of social media usage. The study's findings suggest that gaining a better understanding of how to use technology and encouraging kids to play outside, interact with friends, go on outings, solve interesting puzzles, and engage in enjoyable activities with kids will help keep kids' attention off social media. It will enable children to transition from the virtual to the physical world and develop into good citizens who have empathy for their loved ones, society, and the environment. Spending time with kids and discussing social media issues with them while using real-world examples will prevent them from being victims of cybercrimes, which typically result in depression and suicide.

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**APPENDIX:** Given questionnaire is used for the collection of data from students:

Question No.	Statement of Question	Respondents		
		SCALE1	SCALE2	SCALE3
Q1	Parents must give time to children and inculcate moral values in them.			
Q2	Parents must work to develop of right understanding of the usage of technology.			
Q3	The curiosity of children must be handled seriously and carefully			
Q4	Parents must encourage their children to get skilled in sports, art, or science as per their interests.			
Q5	Parents must set an example in front of their children by minimizing the use of social media platforms.			

Q6	Parents must not scold their children for using social media but make them aware of coes and prons of its uses by giving real-life examples.			
Q7	Parents must develop the habit of using mobile without seeing it e.g. for listening to music.			
Q8	Parents must check the accounts of their children regularly.			
Q9	Parents must develop the habit of meeting face to face to their friends in their children.			
Q10	Parents must develop the habit of measuring time devoted to social media in their wards.			
Q11	Parents must take their children for outings in parks, temples, and places of historical importance.			
Q12	Parents must show their children the activities on their own social media handles.			