Role of Social Media in Interpersonal Relationship Among Youth

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ABSTRACT

Social media is rapidly becoming the world's largest communication platform for making interpersonal communication and relationships. The effect of social media use on interpersonal relationships are changing the way the world populations communicates and forms face-to-face relationship simultaneously decreasing human social and behavioral skills. The social media is valuable for people to create social networks and sustain their relations. Online social networks have gained huge popularity among people all around the world especially among the youth. People utilize social networking sites such as Face book, LinkedIn, Instagram, Twitter, and YouTube to build and sustain relationships. The current study is placed in this context to determine the influence of social media on interpersonal relationships among the youth in Patna District. The main objective of this study is the influence of social media on interpersonal relationship among youth. The sample of the study comprised of 100 youth who were selected from different areas of Patna by simple random sampling technique. A schedule questionnaire was used to collect important information. The major findings of this study revealed that 60% of the respondents believe that social media has strengthened the interpersonal relationship and about 40% of them are of the opinion that social media has deteriorated the quality of interpersonal relationships. One fourth of the respondents expressed that social media has improved the relationships with the family.

Keywords: Interpersonal relationships, social networking sites, communication, influence.

INTRODUCTION:

With the development of society, social media plays an increasingly important role in people's daily lives, influencing their life satisfaction, social trust and emotions (Zhao, 2014). The rapid development of social media has resulted in the formation of the new social environment. The techniques of communication have changed from face-to-face, letter and other modes to virtual space. Social media has become an important part of human life especially with advancement in electronic technology in social and communicative media and wanting to build and maintain relationship with those around them, near and far.

An interpersonal relationship is a relationship between two or more persons that may last over a long period of time. In the 21st century, social media has become an integral part of the modern world and shown as a primary reason of the internet usage among young generation in particular. Day by bay people is becoming more dependent on social media. Communicating with people through social media platforms allow people to contact with anyone, anywhere in the world no matter how far away they are from each others.

Social networks play an important role in establishing, maintaining, or even reviving relationships and enhancing youth learning abilities. Adults spend a lot of time on social networking sites because they allow them to share their common interests, photos, and link up. Young people use technology to stay in touch with friends, form social groups, support one another, and build their own identities. It is a well-known fact that young adults and teenagers are most active users of social media sites which have a large impact on their lives. Youths' interaction has changed drastically, not only due to the introduction of the internet but also from social media and online communities. There are numerous online networking platforms that include Face book, Twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Snap Chat and numerous other social media networking types. They use these sites to converse with individuals and construct social relationships. They share their thoughts and individual data on social media including everyday happenings, suppositions, pictures, recordings and web-links. The capacity of online networking has geared a quick spread of valuable information leading to the fastest growing method of association.

Social media has changed numerous businesses. However, the most noticeable impact is in the classroom and overall education system. The availability and convenience of the internet, social networking sites have given students the platform, with a powerful tool to acquire knowledge from a variety of internet resources via search engines such as Google. Social networking sites have become an educational tool to students' ability to use them. Social networking sites can also help the students to exchange ideas with their friends and peer groups.

Excessive use of social media sites has a significant impact on emotional bonds and physical presence of family members. Most people recognize that social media sites (SMS) have changed into a powerful influential tool that is influencing and changing the way people are communicating in everyday life. The time spent on social media by individuals may make distance or even differences in interpersonal relationship especially while spending time at home together with the family. Individuals may be physically present in the same room but they are more focused on the information flashing on their social media sites due to which they miss important non-verbal communication due to inattentiveness. However, there is no doubt that social media fundamentally exist in order to enhance interpersonal relationships. Communicating with people through the social media platforms allow people to contact with anyone, anywhere in the world no matter how far they are from each other and regardless of the time zone.

NEED FOR THE STUDY

Communication and building relationships with another is an essential part of human life. Social media has become the biggest platform which helps people to connect with another and fulfills the need for communication. Due to busy lifestyle of today's generation, they do not have much time to spend with one another. Their academic life and work pressure keep their time schedule tight. So, they find social media a more convenient tool to reach out to others as it saves time, energy and money but at the same time they are able to remain connected to friends, family, colleagues and others. It brings together more and frequent contacts with people.

Interpersonal relationships among people have changed drastically today. On the brighter side communication has become easy and quick with the development of information technology and the whole world is within the reach of everyone. On the other hand, there is decline in face- to-face interactions and the quality time spent within family conversations. At the same time too much of aimless conversation over smart phone, interferences into the life of other individuals which lead to misunderstanding, impatience, boredom, avoidance of persons and so on are on the increase.

This study, impact of social media in the interpersonal relationship among youth is aimed at gaining a deeper understanding regarding the positive and negative

influence of the social media in the life and interpersonal relation of youth as well as to create awareness among youth with regard to the responsible use of technology.

PROBLEM OF THE STUDY

The advancement of social media which involves social network are very much popular among youth especially Face book, Twitter, Instagram, etc. Though they have positive impact onyouth, yet also have certain negative impact which cannot be overlooked from the point of total formation of the individual and of the interpersonal relationship in family and outside family. This affects the lifestyles of youth in creatingsocial distrust which leads to withdrawal from those in authority, secrecy, aggressive and threatening behavior. Besides there is highriskofcyberbullying.Spending more time in online chat and other interactions oftenresults in less of face-to-face communication and more dependency on cyber communication. Too much occupation with social media also causes physical, mental and emotional health hazards.

OBJECTIVES

- To explore the usage of social networking sites among youth.
- To study the positive impact of social media on youth and their level of interpersonal communication.
- To study the negative impact of social media on youth
- To study the influence of social media on interpersonal relationship among youths.

REVIEW OF LITERATURE

1. Watts, Duncan J. (2003), social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built- in social media services currently available introduces the challenges of defining.

2. Kuppuswamy, S and Narayan, P.B (2010) clarified that the using social media networking takes most of the times of students and redirects it towards non-constructive, often non- ethical, deceptive and improper activities for example texting

and chatting with friends for most of the time of the day, time killing by searching people's private life and avoiding their real studies and job. Youth especially most part utilize social media for killing and purpose of happiness however it has been found out that web use for academic reasons and assignment's including online instructional exercises, online classes and training material downloading is a positive step. However, utilization of web especially social media for just informal communication is just a wastage of time and fuel.

3. Khan, S (2010) examined and investigated the effect of social media websites on students. For this purpose, a survey method was chosen to be questionnaire. It was intended to understand and analyze effects using of social media on the subjects under study; students using social media sites. Variables that were analyzed were age, gender. specialization and grades. This study verifies that a large portion of students use social media networking because of the peer pressure and due to the fact that their friends have been using it. The result indicates that 67.3% of the students have been using social networking websites. Those students who have achieved 3.0 to 3.5 (GPA Grade Point Average) for the most part utilize person to person communication sites for excitement. This is a strong indication to the point that usage of social networks has not affected student's academic results.

4. Isik. F (2013) studied that the utilization of social media networks in education of two private schools in North and South Cyprus. The main focus of the study was given to comparison of the student's activities of the two schools regarding usage of social media. In the study, the utilization of social system in education was examine as a new basic necessity. The use of social networks outside classrooms was very limited. The study indicated that it is due to parents' negative impression about social media. One of, the interesting findings was that the computer technology teachers for both schools were not promoting utilization of social because of lack of trust on such networks. Also, study indicated that the instructors of both schools appreciated usage of social media only along face-to-face lectures and communication The reason behind this is that the students belonging to both schools lacked confidence in face-to-face communication. This is a great setback network. The conclusion of the study was that teachers

belonging should have training on safe and secure utilization of social media in order to have competency and comfort in using social networks.

5. Jamil et al. (2013) the study has been done in order to investigate the effect of Facebook usage in academic grades of the private college students. Gender contrast in the use of Facebook were likewise considered and examined. It was speculated that there will be critical effect of Facebook use on college students' grades and that there will be a noteworthy gender contrast regarding Facebook usage. Quantitative technique was chosen for this study. In the study almost 80% students were undergraduate students. Since their study is often full-time, they focus on extracurricular activities after school time. Utilization of social media networks can be thought of as part of it. Among all the activities students exhibit while using Facebook status updating was the top priority. The analysis and investigation uncovered that Facebook use doesn't determine college students' grades. Similarly, there is no gender distinction found when it came to Facebook utilization.

6. Hamade (2013) focusses on the recognition and utilization of social networking among college students in Kuwait, and study their positive and negative effects. According to the authors, the best advantage of social network was a better connection with family and companions and more association in social, political and social exercises. Ignoring study/work and the time consumed on social media websites are the two noteworthy downsides. The discoveries demonstrated that there is a lack of understanding among students regarding using social media beyond time consumption, which affirms the need to instruct students on the advantages of social network and the nature of datafound on social media. The outcomes demonstrated that 60 % students were ignoring study most of their time in utilizing social media. Privacy and security issues should also be raised since 70% of the students had insecure accounts and they allowed everybody to view their accounts while only 30% of the students managed their security settings to permit just close friends and relatives to see their information The out comes demonstrated that 74% of the students view their social media websites frequently. Among them 15% of the students open social media once per day, and 7% of them open their records few minutes each week. Overall, students appeared to use social media

networking mostly to view others profiles and updates which is passive usage as opposed to active posting.

METHODS AND MATERIALS

A descriptive and explanatory research design was adopted for the study. The data collected for the study included primary and secondary data. The primary data for this research study was collected using distrusted questionnaire through Google form; the data of questionnaire was collected from hundred (100) respondents for this study. Tabulation and frequency method is used for the data analysis. The study area was selected from the part of the Patna District. Youth aged between 20-30 years have been taken for the study. Three areas (Raja bazaar, Gola road and Boring road) were selected purposively for the present study. Sampling method is being followed in the present study.

RESULT AND DISCUSSION
OBJECTIVE 1.
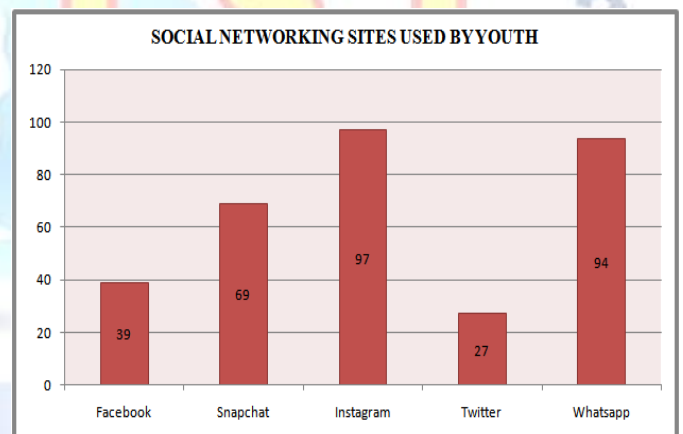TO EXPLORE THE USAGE OF SOCIAL NETWORKING SITES AMONG YOUTH

FIGURE 1.1 SOCIAL NETWORKING SITES USED BY YOUTHS

Fig 1.1 shows the favorite social media sites among youth. Instagram is the most popular social media site used by youth which accounts for 97%, followed by WhatsApp 94% and Snap chat 69%. These social media sites are important because these allow people to develop relationships with whom they want to connect. Other social media which help people to socialize are Pinterest, telegram and so on.
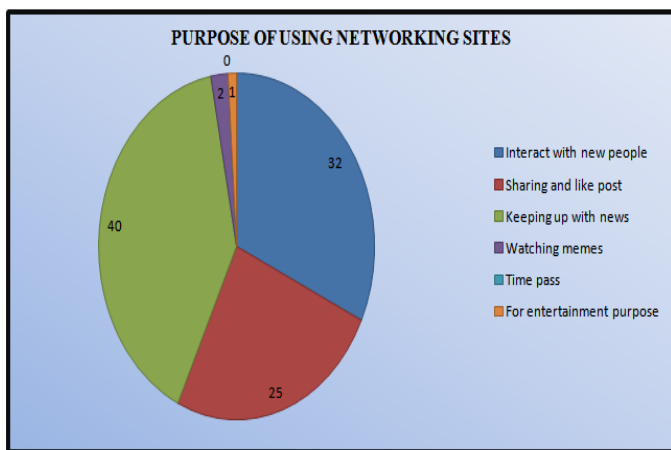
FIGURE 1.2 PURPOSE OF USING SOCIAL NETWORKING SITES

The young respondents used social networking sites for various purposes besides getting connected with others. Fig1.2. shows that the major reason for using social networking is to keep updated with the news (40%) and 32% use for interacting with new people. Social media is the platform which helps people to socialize with different people of different community. It is also used for entertainment, business, shopping and so on.
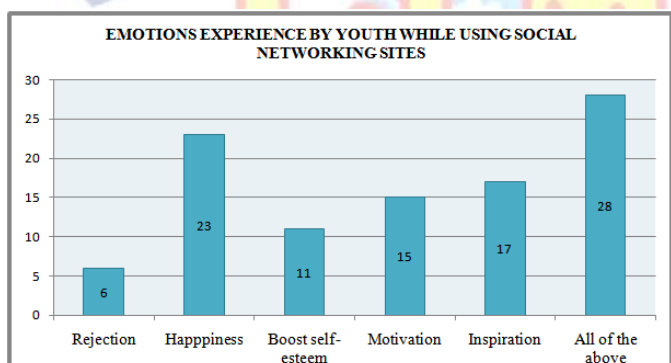

Fig 1.3. shows that youth experiences various emotions while using social media. They get happiness while talking to their dear ones, especially to communicate to those who are far away from them. Social media helps to get motivation and inspiration with so many inspirational and motivational videos which help to boost their self esteem.

OBJECTIVE 2

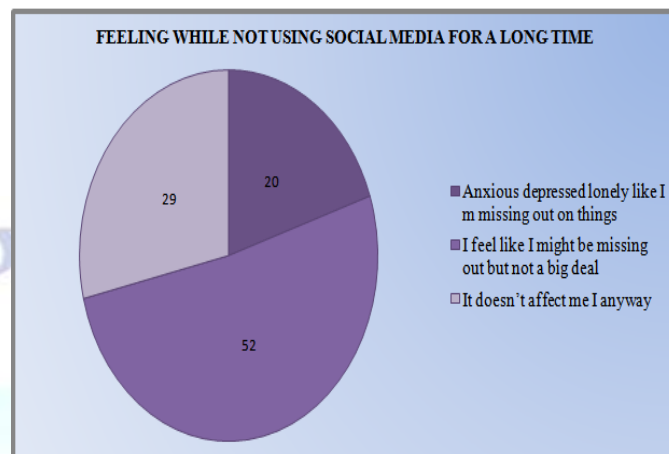POSITIVE IMPACT OF SOCIAL MEDIA AND LEVEL OF INTERPERSONAL COMMUNICATION

Fig 1.4 shows how the young respondents feel when they were unable to use social media for a period of time. 52% of the respondents feel that they do feel missing something but it is not a big deal for them, whereas 29% of respondents do not find difficult to stay away from social media. Only 20% of the respondents think that they will feel anxious, depressed and lonely without it because they are addicted to it.
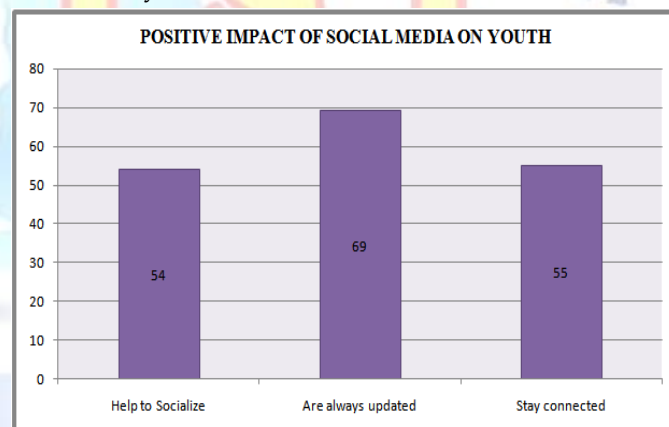

Fig 1.5 indicates that 69% of young respondents have a positive impact of social media which help them to be always updated with the latest information of various fields such as academics, politics, business, and market products and so on. It also shows that 55% of the respondents use it to socialize with different types of people while 54% of them find it helpful to stay connected with family and friends. Therefore, it is clear that for the young generation social media is a valuable information and learning.
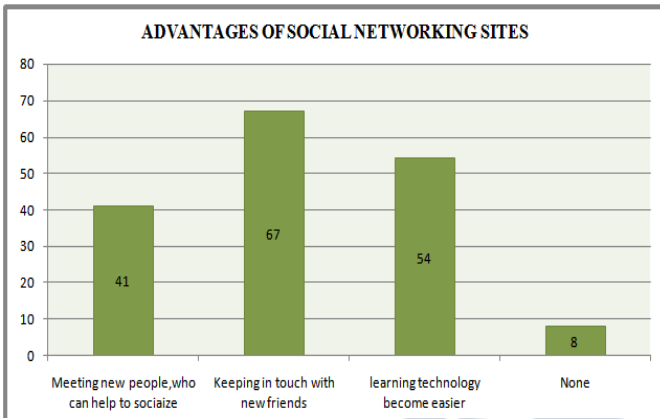
ADVANTAGES OF SOCIAL NETWORKING SITES

Fig 1.6 shows that 67% of respondents consider that the best advantage of social networking sites is easier access to friends, especially to stay connected with old friends, to make new friends and also to connect to those who are far away. Whereas 54% of them think that with the help of social networking sites learning new technology is becoming easier. It improves the involvement in their studies and education, improves technical ability, provide collaboration and improve good communication skills.

How many hours do you spend communicating online
100 responses

- 1-2 hours
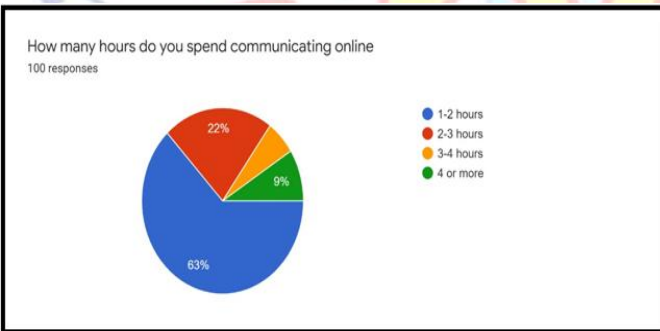- 2-3 hours
- 3-4 hours
- 4 or more

Fig 1.7 shows that 63% of respondents spend 1-2 hours communicating online, they believe that it is easy access and easiest way to stay connected with old friends and connect with those who live far away. It also improves the involvement in their studies, improves technical ability, provide collaboration and improve good communication skills.

OBJECTIVE 3
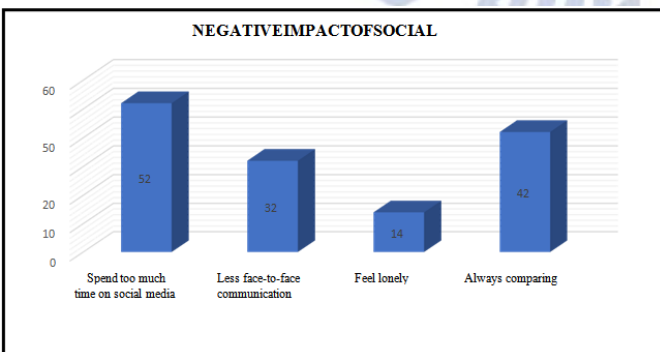NEGATIVE IMPACT OF SOCIAL MEDIA ON YOUTH

NEGATIVEIMPACTOFSOCIAL

Fig 1.8 reveals 52% of the respondents think that the most negative impact of social media is that youth spends too much time on social media, which affect their social life; while 42% of them always compare their life to others. It is also a platform to show case the talent and those who lack talents feel depressed and incompetent while comparing their life to others. Some feel that it affects their face- to-face communication with family and friends thus disrupt the warm relationship among the dear ones.

WORST DISADVANTAGES OF SOCIAL NETWORKING SITES

- There is no concept of privacy
- Reduced focus on studies and affects academic performance
- Decrease/destroy social skills
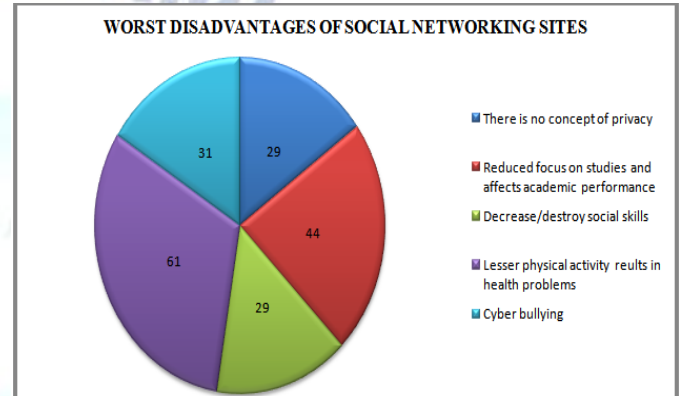- Lesser physical activity reults in health problems
- Cyber bullying

Fig 1.9 shows that 61% of the respondents think that preoccupation with social media reduces physical activity which results in health problems. They spent too much time in front of laptop or mobile phone thus skipping physical activity. Excessive use of social networking sites can promote loneliness, depression, anxiety and other mental health risk. The constant gazing at the screens of mobile phones and laptop is harmful for the eyes. Some social networking sites can also be used as a platform for cyber crimes such as harassments, bullying, blackmailing and so on.

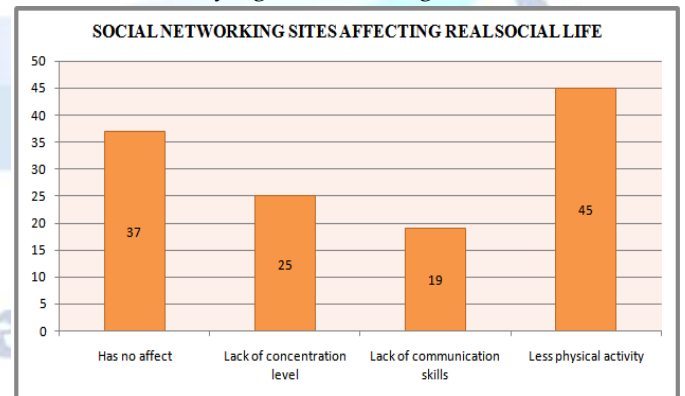SOCIAL NETWORKING SITES AFFECTING REAL SOCIAL LIFE

Fig 1.10 shows that 45% of youth has less physical activity and 19% of them think that due to social networking sites they have less communication with their family and friends. Many of them get addicted to social media and are distracted from the real world and life situation. They cannot imagine a life without social

media. It also affects their concentration level from studies.

OBJECTIVE 4
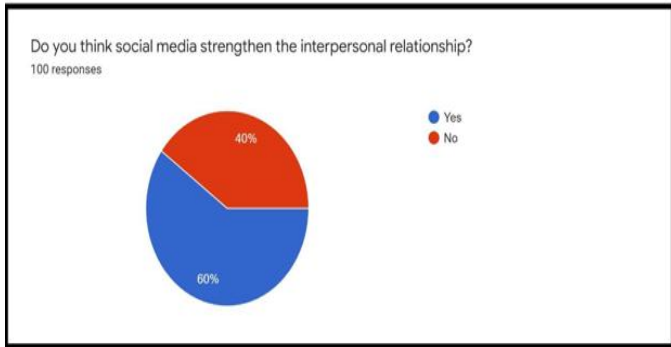## INFLUENCE OF SOCIAL MEDIA ON INTERPERSONAL RELATIONSHIP

Fig 1.11 shows that 60% of youth thinks that social media helps to strengthen the interpersonal relationship. Due to busy schedule in day to day life and academic pressure they are unable to meet or communicate properly in their social circle, especially with those living in various geographical locations. So, social media is the way which helps people to be close to each other while being away from each other. It is the easy way of communication and building interpersonal relationships
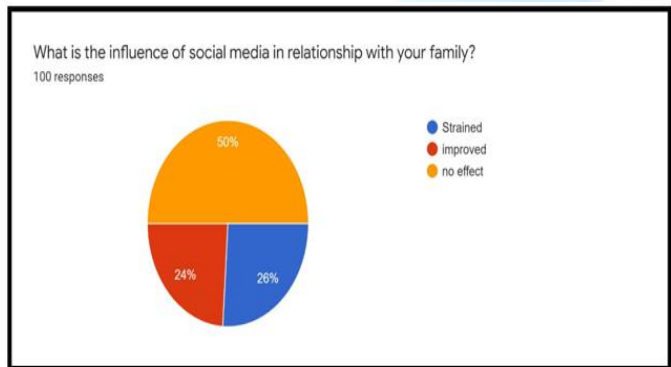

Fig 1.12 reveals that 50% of the respondents find that social media has no effect on their relationship with family. Whereas 26% of youth thinks that social media has strained their relationship with their families, and another 24% feel in has helped them to improve their family bond because wherever they are they can stay connected to the family.
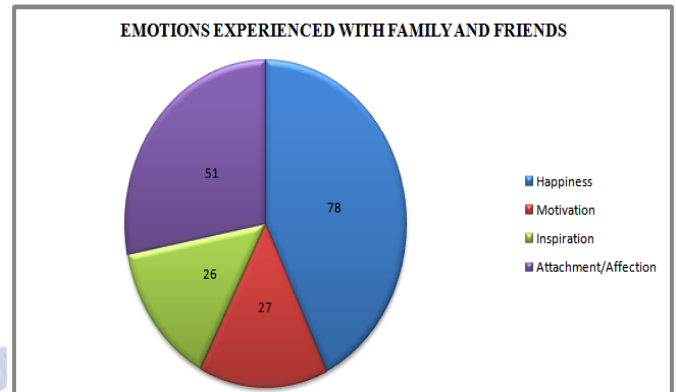

Fig 1.13 points out that 78% of the respondents experienced happiness with their family and friends. This is because they communicate to them face-to-face; they can share their time with them which build a good relationship with them, whereas 51% of them experienced attachment and affection from their family and friends.

CONCLUSION:

The study points out that the social networking sites have created a phenomenon over the past decade. Instagram and WhatsApp have emerged as the most favored social networking sites and have continued to grow in popularity. These websites build new ways of communication and set a new way of relationships with family and friends and also influence an individual's self-concept. Youth are using different social media websites at large rates and visiting them quite frequently. Due to addiction to social media there is lesser physical activity which results in health problems. Some social networking sites can also be used as a platform for cyber crimes such as harassments, bullying, blackmailing and so on. There is numerous online networking platforms that include Facebook, twitter, Instagram, Pintesrest, YouTube, linked in, Google+, Snapchat and many more social media networking types.

They can likewise share their contemplations and individual data on social media including everyday happenings, suppositions, pictures, recordings and web-links. Social networking sites has various impacts on interpersonal relationship of the youth both online and offline. Youth thinks that the best advantage of social networking sites is easy access to friends whenever they need to connect and communicate. It also opened an easier way to remain connected with old friends and also to make new friends. Technology has

made information transmission and academic life easier today. It improves the involvement in their studies and education, improve technical ability provide collaboration and improve good communication skills. The usage of SNS brought lot of changes in interpersonal relationship between the youth, among their family and friends and also helped to have more and better communication with their family. Social media helps to build and maintain a relationship.

SUGGESTION

- Availability of social media has also a very important impact on classroom education; it has multiple opportunities to improve the learning methods to the students. It can help them acquire knowledge from different YouTube channels, online courses from different educational sites

- The youth should be careful because social media are not reliable in terms of privacy, therefore youth in their life should be aware with self-disclosure of personal information on their social media accounts for the betterment of their social life and personal life.

- Parents should teach their child about ways to use the internet, they should monitor the\ online activities, should check their phone activities and also check their friends they
  have on social media.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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