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## A critical study on the effect of social media on teenagers in India

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### Abstract

Social media encompasses any activity, platform, or technological tool, highlighting the inherent social component of all media. Recent breakthroughs in information and communications technology have significantly transformed human communication. Numerous waves of digital and social media have created new communication paradigms. The widespread participation of people globally has expanded the range of information distribution. The efficient use of diverse social media platforms for advancing social change requires ongoing modification of techniques based on the political and public environment as dictated by unique needs. This research seeks to address these challenges and analyze their ramifications for teenagers. The assessment is based on fundamental and secondary data, focusing on students enrolled in private and public institutions in India. The investigation included 100 samples. The subjects of meetings and quantitative outcomes have been collected from both urban and rural teenagers. The main aim of this research is to assess the overall influence of social media on teenagers.

**Keywords:** Social media, teenagers, participation, public environment, information

### 1. Introduction

In the 21<sup>st</sup> century, we are seeing the relentless progression of social media to unimaginable heights everyday. A substantial segment of the worldwide populace engages with social media platforms, particularly among the youth generation. Regardless of the viewpoint used on the numbers, a uniform story will emerge. Web-based media continues to increase in importance consistently. Statistics indicate that individuals spend an average of 1.72 hours everyday on social media. For adolescents, the statistics are much higher, attaining up to 27 hours each week. Web-based media has become an essential component of life for several youthful generations in modern society. Numerous young folks interact with social media without considering its effects on youth. The consequences may sometimes be advantageous, although they are mostly adverse if not linked with a business or professional objective. It is a significant concern for the majority of persons in contemporary society. Although there are several benefits, substantial risks are also linked to the use of social networking platforms such as Orkut, Facebook, and Google+.

#### 1.1 Conceptual Framework of Social media

Social media is characterized as a mode of electronic communication that allows users to engage with each other by generating, sharing, exchanging, and discussing information, ideas, personal messages, and diverse content regarding themselves and their lives through a multimedia combination of text, images, videos, and audio on online platforms while connected to the Internet. An informal communication platform facilitates the development of interpersonal networks or social interactions among individuals with shared interests, activities, institutions, and genuine connections. Online media is characterized by cooperation, openness, conversation, connection, and accessibility.

### 2. Review of Literature

Ahmed, Ishfaq and Tehmina Fiaz Qazi (2011) <sup>[1]</sup> The study analyzed interpersonal interactions and concluded that, since their inception, social media have transformed several aspects of people's lives. Web-based media, emerging from the rise of Web 2.0 technologies, are characterized by many significant features, including user-generated content, online identity formation, and social networking.

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Das, Biswajit and Jyoti Shankar Sahoo (2013) <sup>[4]</sup> analyzed that social media has emerged as an evolving phenomenon with many and diverse meanings in both public and academic contexts. Exercises including the sharing of tales that influence others might be classified as informal communication.

Enriquez and Kirschner (2010) determined that students who multitask between social networking sites and academic assignments are likely to get marks that are 20% poorer than those of students who do not have a social networking site within their visual range.

Chowdhury and Biswajeet Saha (2015) <sup>[3]</sup> examined the favorable feedback obtained from users of social networking sites, highlighting effective learning that has fostered a conducive educational environment among students.

Ellison, N, and Lampe, C (2022) <sup>[6]</sup>, many studies have been conducted on social media and academic performance. The Whitmore School of Business and Economics has conducted a research involving over 1,000 students. It was assumed that there is no correlation between the amount of time spent on a long-range interpersonal communication platform and academic performance.

### 3. Objective

- To grasp the conceptual framework of social media and to understand the motivations behind teens' use of social media.
- To comprehend the influence of social media on adolescents' academic performance.
- To evaluate the extent to which teenagers trust the information disseminated on social media.
- To assess the beneficial and detrimental effects of social media on adolescents

### 4. Research Methodology

This study utilizes qualitative methods with quantitative analysis to provide a comprehensive picture of social media use trends among teens and their behavioral repercussions. The sample size is 100, including individuals aged 17 to 19 years. The chosen examples have been picked from various government and private Pre-University institutes that use different social media platforms. The study used a survey methodology. The respondents mostly consist of users of social networking platforms. The data were acquired using questionnaires sent to respondents, and the researcher obtained the information listed below via face-to-face interactions.

### 5. Critical Review of Social Media on Teenagers

This portion of the research paper will critically evaluate the advantages and disadvantages of social media on adolescents.

#### 5.1 Positive Impact of Social Media on Teenagers

- Social media provides updates on significant events occurring globally or within your local area.
- The kids possess an ideal venue to articulate themselves in manners that would be prohibited in public settings.
- It aids in the development of social skills, and notably, several friendships may originate from the social platform.
- Social media facilitates effortless collaboration and communication between teachers, students, and others.

- The pupils have unrestricted and convenient access to internet resources and acquire the necessary knowledge.
- The voting turnout has risen. A poll indicated that those who used Facebook more than twice daily were more inclined to participate in a political gathering or march.
- Over 50% of individuals globally now get breaking news from social media platforms.
- Social media serves as an excellent platform for selling items, establishing connections, and discovering business prospects.
- It assists firms in acquiring staff and aids job seekers in their hunt for new positions. Social media platforms are responsible for generating thousands of employment chances for individuals.

#### 5.2 Detrimental Effects of Social Media on Adolescents

- Currently, individuals place considerable emphasis on social media, making it a priority in their lives.
- The individual's virtual persona is only observable via social media. Consequently, we may see only the facets that others choose to reveal.
- Adolescents are readily susceptible to influence nowadays and may have a desire to alter their physical appearance. It might develop into an addiction for the young and divert their focus. The kids readily engage in academic dishonesty while completing their school obligations via social media.
- Social media is the optimal instrument for those seeking inspiration from the work of others.
- The social networking platform influences staff productivity.
- Individuals use it to convey menacing signals to others, which may sometimes induce distress in the recipients.
- False propaganda or misinformation may be readily disseminated via social media, representing a detrimental effect of social media on youngsters.

### 6. Key Findings

The main conclusions of the survey are detailed below. The conclusions are entirely derived from the original data gathered from respondents.

- The proportion of Male Users is 29.7%, and Non Users is 28.6%, but the number and proportion of Female Users is 70.3% and Non Users is 71.4%.
- The proportions of social media users in Bhagalpur, Patna, and Munger are 73%, 58%, and 71%, respectively.
- The largest proportion of social media users are on Facebook, followed by Google+, Twitter, and Orkut.
- 42.9% of social media users and 30.7% of non-users among upper secondary school students across all three districts exhibit average social awareness.
- Another significant conclusion is that 59% of respondents do not trust the information accessible on social media.
- The majority of respondents concurred that the primary objective of using social media is to establish friendships. They may effortlessly forge new friendships on Facebook and Orkut, therefore establishing connections with others online.
- The majority of respondents believe that the advertisements they see on social media are sometimes pertinent to their profiles, while 20% assert that the

advertisements are extremely relevant most of the time.

- Approximately 92% of adolescents on social media believe they have had positive experiences online, whereas 8% reported negative experiences.

## 7. Conclusion

The rise of several social networking sites starting in 2003 led to the prominence of interpersonal involvement. Facebook, Twitter, Google+, and analogous platforms are social networks that facilitate the creation of public profiles for online engagement with others. These sites are gaining prominence because to their continual appeal to many individuals, particularly kids, whose interests are addressed by these platforms. Furthermore, virtual networks augment interpersonal friendship and love partnerships. Teenagers' communication platforms predominantly emphasize the documentation of positive contacts over negative ones. The investigation's findings and ramifications have disclosed several facts. To augment the relevance and influence of the current assessment, analogous research in this field may be undertaken in the future. In conclusion, teenagers should strive to use social media constructively and beneficially, since its advantages are boundless.

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