

SOCIAL MEDIA HELP TO YOUTH AND PEER - INFLUENCE OF DEMOGRAPHY

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ABSTRACT

The main objective of this study is to know the social media help the youth and peer with regard how to (a) interact with people from different backgrounds and experiences, (b) find trustworthy information, (c) find different points of view and (iv) show their support for causes or issues. The survey was conducted on 318 Hyderabad and Secunderabad youth adopting a questionnaire using random sampling technique. The results are presented using percentage analysis. The social media helps their peer group to some extent to interact with people from different background and experiences (34.59%), in finding trustworthy information (38.1%), to find different points of view (28.3%) and show their support for causes or issues (28.3%). The study concluded that the social media help the youth and peer to some extent.

Keywords: Social Media, Interaction, trustworthy, different points of view, causes/issues.

1.0 INTRODUCTION

The number of young people who use digital devices and social media platforms is staggering. As indicated by the Pew Research Centre (2018)¹, 95% of youths of age group 13-17, access to a cell phone, with no less than 85% utilizing no less than one virtual entertainment stage. Similarly, this peculiarity reaches out to arising grown-ups — 96% of people ages 18-29 report having a cell phone (Pew Research Centre, 2019a)² and 90% use no less than one online entertainment webpage (Pew Research Centre, 2019b)³. Social media have been a "youth-driven phenomenon" (Spies Shapiro & Margolin, 2014)⁴, with adolescents and emerging adults adopting social media platforms before adults and being the most active users.

Youth generally believe social media that helps strongly their age group friends and are more likely to equate their social media interact with different background and experiences, find trustworthy information, different point of views and show their support to causes or issues. With this background, the researcher made an attempt to know the Hyderabad youth with respect to social media on trustworthiness of information and support for causes and issues and framed a hypothesis as: "The social media does not help the youth on trustworthiness of information and support for causes and issues".

2.0 LITERATURE

According to Abuka and Adesina (2024)⁵, there are strong correlations between substance use and exposure to social media. This suggests that social media can amplify peer pressure and influence young adults' decisions to drink alcohol.

Sumadevi (2023)⁶ investigated the ways in which social media influence youth's education, self-expression, identity formation, and career development. It will also investigate how their body image and consumer behavior are affected by social media.

Merel et al.'s study (2023)⁷ provides preliminary evidence that general factors involving parents and peers can assist in preventing risky and, to a lesser extent, problematic social media use. However, self-control appears to be a factor in the latter case.

Gender norm socialization may be particularly affected by online peer-to-peer interactions. Adolescents frequently share content that they believe aligns with group expectations because these interactions are moderated by social rewards, rejection, and rule-setting and breaking (Göbbels, 2015⁸; Knoll and others, 2013⁹; Ney, 2016¹⁰).

3.0 RESEARCH METHODOLOGY

The researcher conducted a survey to analyse respondents' opinion on social media help with their peer group. The survey was conducted on 318 Hyderabad and Secunderabad youth, the break-up particulars and survey analysis on demographic variables is presented. The respondents were asked questions on the social media help on four questions:

- (i) Interact with people from different backgrounds and experiences,
- (ii) Find trustworthy information,
- (iii) Find different points of view and
- (iv) Show their support for causes or issues.

4.0 DATA ANALYSIS AND INTERPRETATION

According to respondents' opinion, it is understood that the social media helps their peer group a lot (N=66, 20.75%), some (N=110, 34.59%), little (N=92, 28.93%), not at all (N=30, 9.43%) and don't know (N=20, 6.29%) regarding interaction with people from different background and experiences Table 1.

The gender-wise details are presented hereunder. A considerable number of male respondents (N=80, 35.7%) opined that the similar age group interact somewhat with people from different backgrounds and experiences, and it is followed by a little (N=72, 32.1%), a lot (N=39, 17.4%), not at all (N=30, 10.3%) and don't know (N=10, 4.5%). Similar results are obtained from female respondents with somewhat (N=30, 31.9%), a lot (N=27, 28.7%), little (N=20, 21.3%), not at all (N=7, 7.4%) and don't know (N=10, 10.6%). These results indicate that majority either male (N=191, 85.2%) or female (N=77, 81.9) opined that social media help similar age group to interact with people from different background and experiences and it is higher among males.

When considered their age, 61 (34.3%) respondents of 16-25 years stated that somewhat the social media help. The other responses are little (N=55, 30.9%), a lot (N=37, 20.8%), not at all (N=14, 7.9%) and don't know (N=11, 6.2%). The responses of 26-35 years age responses are: somewhat (N=49, 35.0%), little (N=55, 30.9%), a lot (N=29, 20.7%), not at all (N=16, 11.4%) and don't know (N=9, 6.4%). The findings shows that 16-25 years age group and 26-35 years age group responses are (N=153, 86.0%) and (N=82.1, %), respectively, and the higher results seen among 16-25 years age group respondents.

Out of 10 respondents whose qualification is intermediate, majority (N=6, 60.0%) respondents opined that the social media help to similar age group and (N=20, 20.0%) stated it is a lot, 1 (10.0%) respondent not at all and 1 (10.0%) somewhat. The under-graduates opined as somewhat (N=37, 35.6%), little (N=34, 32.7%), a lot (N=19, 18.3%), don't know (N=10, 9.6%) and not at all (N=4, 3.8%). Similarly, the opinions of post-graduates are: somewhat (N=54, 34.4%), little (N=41, 26.1%), a lot (N=35, 22.3%), not at all (N=18, 11.5%) and don't know (N=7, 5.7%). The responses of other qualified respondents are: somewhat (N=18, 38.3%), little (N=11, 23.4%), a lot (N=10, 21.3%), not at all (N=7, 14.9%) and don't know (N=1, 2.1%). It is observed from the study that the intermediate (N=9, 90%), under-graduates (N=90, 86.6%), post-graduates (N=130, 82.8%) and other qualified (N=39, 83%) respondents opined that the social media help interact with people from different backgrounds and experiences and the most (60%) intermediate qualified respondents accepted it.

Table 1: Respondents' Opinion on Social Media Help to Similar Age group (Interact with people from different backgrounds and experiences)								
Sl. No.	Variable		Respondents' Opinion					Total (N=318)
			Don't know (N=20)	Not at all (N=30)	Little (N=92)	Some (N=110)	A lot (N=66)	
I. Gender								
1.	Male	Count	10	23	72	80	39	224
		%	4.5%	10.3%	32.1%	35.7%	17.4%	100.0%
2.	Female	Count	10	7	20	30	27	94
		%	10.6%	7.4%	21.3%	31.9%	28.7%	100.0%
II. Age								
1.	16-25 years	Count	11	14	55	61	37	178
		%	6.2%	7.9%	30.9%	34.3%	20.8%	100.0%
2.	26-35 years	Count	9	16	37	49	29	140
		%	6.4%	11.4%	26.4%	35.0%	20.7%	100.0%
III. Qualification								
1.	Intermediate	Count	0	1	6	1	2	10
		%	0.0%	10.0%	60.0%	10.0%	20.0%	100.0%
2.	UG	Count	10	4	34	37	19	104
		%	9.6%	3.8%	32.7%	35.6%	18.3%	100.0%
3.	PG	Count	9	18	41	54	35	157
		%	5.7%	11.5%	26.1%	34.4%	22.3%	100.0%
4.	Others	Count	1	7	11	18	10	47
		%	2.1%	14.9%	23.4%	38.3%	21.3%	100.0%
IV. Income								
1.	<Rs.20000	Count	13	17	28	44	23	125
		%	10.4%	13.6%	22.4%	35.2%	18.4%	100.0%
2.	Rs.20001 to Rs.40000	Count	1	5	26	24	17	73
		%	1.4%	6.8%	35.6%	32.9%	23.3%	100.0%
3.	Rs.40001 to Rs.80000	Count	2	3	15	21	10	51
		%	3.9%	5.9%	29.4%	41.2%	19.6%	100.0%
4.	Rs.80001 to Rs.100000	Count	4	3	14	16	10	47
		%	8.5%	6.4%	29.8%	34.0%	21.3%	100.0%
5.	>Rs.100000	Count	0	2	9	5	6	22
		%	0.0%	9.1%	40.9%	22.7%	27.3%	100.0%
V. Ethnicity								
1.	Rural background	Count	15	21	70	73	39	218
		%	6.9%	9.6%	32.1%	33.5%	17.9%	100.0%
2.	Urban background	Count	5	9	22	37	27	100
		%	5.0%	9.0%	22.0%	37.0%	27.0%	100.0%

The respondents whose income is less than Rs.20000 accepted somewhat with (N=44, 35.2%), little (N=28, 22.4%), a lot (N=23, 18.4%), not at all (N=17, 13.6%) and don't know (N=13, 10.4%). Whereas the respondents who fall under Rs.20001 to Rs.40000, majority (N=26, 35.6%) stated as little social media help, somewhat (N=24, 32.9%), a lot (N=17, 23.3%), not at all (N=5, 6.8%) and don't know (N=1, 1.4%). However, the respondents belong to Rs.40001 to Rs.80000 age group majority (N=21, 41.2%) stated as the social media help somewhat, little (N=15, 29.4%), a lot (N=10, 19.6%), not at all (N=3, 5.9%) and don't know (N=2, 3.9%). The respondents belong to Rs.80001 to Rs.100000 age group majority (N=16, 34.0%)

viewed the social media help somewhat, little (N=14, 29.8%), a lot (N=10, 21.3%), not at all (N=3, 6.4%) and don't know (N=4, 8.5%). Majority respondents, who have more than Rs.100000 income, stated the social media help a little (N=9, 40.9%) and it is followed by a lot (N=6, 27.3%), somewhat (N=5, 22.7%) and not at all (N=2, 9.1%). The findings of the study indicates that higher percentage respondents who fall between Rs.20000 to Rs.40000 (35.5%) and >Rs.100000 (40.9%) stated that the social media help a little, and the respondents who fall less than Rs.20000 income (35.2%) and between Rs.80001 to Rs.100000 (34.0%) stated the social media help to somewhat extent.

Taking into ethnicity background, higher number (N=73, 33.5%) of respondents of rural background expressed that the social media help to some extent, next it is followed by little (N=70, 32.1%), a lot (N=39, 17.9%), not at all (N=21, 9.6%) and don't know (N=15, 6.9%). The similar results also seen from the urban background respondents somewhat (N=37, 37.0%), a lot (N=27, 27.0%), a lot (N=22, 22.0%), not at all (N=9, 9.0%) and don't know (N=5, 5.0%). The findings display that both type of respondents either rural (33.5%) or urban (37.0%) stated that the social media help them to interact with people from different backgrounds and experiences.

According to respondents' opinion, it is understood that the social media helps their peer group a lot (N=37, 11.6%), some (N=121, 38.1%), little (N=92, 28.6%), not at all (N=55, 17.3%) and don't know (N=14, 4.4%) regarding in finding trustworthy information (Table 2). The detailed results on demographic variable are illustrated in the following paras.

In this regard, male respondents (N=75, 33.5%) opined that the social media help to their peer group to some extent to find trustworthy information and remaining responses are like – little (N=68, 30.4%), not at all (N=41, 18.3%), a lot (N=30, 13.4%) and don't know (N=10, 4.5%). While the female responses are – some extent (N=46, 48.9%), little (N=23, 24.5%), not at all (N=14, 14.9%), a lot (N=7, 7.4%) and don't know (N=4, 4.3%). It is observed from the study that majority either male (33.5%) or female (48.9%) opined that social media help similar age group to find trustworthy information.

As the age of 16-25 years, the respondents (N=66, 37.1%) stated that some extent the social media help and respondents (N=48, 27.0%) stated little, not at all (N=30, 16.9%), a lot (N=25, 14.0%) and don't know (N=9, 5.1%). Likewise, respondents, whose age is 26-35 years, opined is somewhat (N=55, 39.3%), little (N=43, 30.7%), not at all (N=25, 17.9%), a lot (N=12, 8.6%) and don't know (N=5, 3.6%). The study shows that higher percentage of respondents 16-25 years age group (37.1%) and 26-35 years age group (39.3%) stated that social media help the similar age group respondents to find trustworthy information.

On the basis of qualification, the intermediate qualified respondents stated that social media help somewhat (N=6, 60.0%), little (N=2, 2.0%), a lot (N=1, 1.0%) and not at all (N=1, 1.0%). The undergraduate respondents' opinions are – somewhat (N=43, 41.3%), little (N=26, 25.0%), not at all (N=21, 20.2%), a lot (N=12, 11.5%) and don't know (N=2, 1.9%). Similarly, the post-graduate respondents' opinion are somewhat (N=61, 38.9%), little (N=46, 29.3%), not at all (N=24, 15.3%), a lot (N=18, 11.5%) and don't know (N=8, 5.1%). Whereas the responses of other qualified respondents, majority stated as little (N=17, 36.2%), somewhat (N=11, 23.4%), not at all (N=9, 19.1%), a lot (N=6, 12.8%) and don't know (N=4, 8.5%). From these results, it is understood that the respondents of intermediate (60.0%), undergraduate (41.3%), post-graduates (38.9%) stated that social media help somewhat, whereas majority (36.2%) respondents stated the help is little to find trustworthy information.

The income-based results shows that respondents of below Rs.20000 opined the social media help somewhat (N=46, 36.8%), little (N=39, 31.2%), not at all (N=24, 19.2%), a lot (N=8, 6.4%) and don't know (N=8, 6.4%). The respondents of Rs.20001 to Rs.40000 income group also opined similarly with some (N=26, 35.6%), little (N=21, 28.8%), not at all (N=13, 17.8%), a lot (N=11, 15.1%) and don't know (N=2, 2.7%).

Table 2: Respondents' Opinion on Social Media Help to Similar Age group (Find trustworthy information)								
Sl. No.	Variable		Respondents' Opinion					Total (N=318)
			Don't know (N=14)	Not at all (N=55)	Little (N=91)	Some (N=121)	A lot (N=37)	
I. Gender								
1.	Male	Count	10	41	68	75	30	224
		%	4.5%	18.3%	30.4%	33.5%	13.4%	100.0%
2.	Female	Count	4	14	23	46	7	94
		%	4.3%	14.9%	24.5%	48.9%	7.4%	100.0%
II. Age								
1.	16-25 years	Count	9	30	48	66	25	178
		%	5.1%	16.9%	27.0%	37.1%	14.0%	100.0%
2.	26-35 years	Count	5	25	43	55	12	140
		%	3.6%	17.9%	30.7%	39.3%	8.6%	100.0%
III. Qualification								
1.	Intermediate	Count	0	1	2	6	1	10
		%	0.0%	10.0%	20.0%	60.0%	10.0%	100.0%
2.	UG	Count	2	21	26	43	12	104
		%	1.9%	20.2%	25.0%	41.3%	11.5%	100.0%
3.	PG	Count	8	24	46	61	18	157
		%	5.1%	15.3%	29.3%	38.9%	11.5%	100.0%
4.	Others	Count	4	9	17	11	6	47
		%	8.5%	19.1%	36.2%	23.4%	12.8%	100.0%
IV. Income								
1.	<Rs.20000	Count	8	24	39	46	8	125
		%	6.4%	19.2%	31.2%	36.8%	6.4%	100.0%
2.	Rs.20001 to Rs.40000	Count	2	13	21	26	11	73
		%	2.7%	17.8%	28.8%	35.6%	15.1%	100.0%
3.	Rs.40001 to Rs.80000	Count	3	8	9	23	8	51
		%	5.9%	15.7%	17.6%	45.1%	15.7%	100.0%
4.	Rs.80001 to Rs.100000	Count	0	9	14	17	7	47
		%	0.0%	19.1%	29.8%	36.2%	14.9%	100.0%
5.	>Rs.100001	Count	1	1	8	9	3	22
		%	4.5%	4.5%	36.4%	40.9%	13.6%	100.0%
V. Ethnicity								
1.	Rural background	Count	14	40	58	79	27	218
		%	6.4%	18.3%	26.6%	36.2%	12.4%	100.0%
2.	Urban background	Count	0	15	33	42	10	100
		%	0.0%	15.0%	33.0%	42.0%	10.0%	100.0%

The social media help with regard to respondents whose income ranges between Rs.40001 to Rs.80000 is some (N=23, 45.1%), little (N=9, 17.6%), a lot (N=8, 15.7%), not at all (N=8, 15.7%) and don't know (N=3, 5.9%). While the responses in this regard majority respondents, whose income ranges between Rs.80001 to Rs.100000, opinion is somewhat (N=17, 36.2%), little (N=14, 29.8%), not at all (N=9, 19.1%) and a lot (N=7, 4.9%). The responses of respondents, whose income level is higher than Rs.10000, are somewhat (N=9, 40.9%), little (N=8, 36.4%), a lot (N=3, 13.6%), not at all (N=1, 4.5%) and don't know (N=1, 4.5%). The above findings declare that the respondents of all income groups, below Rs.20000 (N=46, 36.8%),

between Rs.20001 to Rs.40000 (N=26, 35.6%), between Rs.40001 to Rs.80000 (N=23, 45.1%), between Rs.80001 to Rs.100000 (N=17, 36.2%) and above Rs.100000 (N=9, 40.9%), opined that the social media help them somewhat in finding trustworthy information, however, the opinion is higher among Rs.40001 to Rs.80000 respondents.

On the basis of ethnicity, majority (N=79, 36.2%) rural background respondents opined that somewhat social media help them to find trustworthy information and the respondents' opinions are little (N=58, 26.6%), not at all (N=40, 18.3%), a lot (N=27, 12.4%) and don't know (N=14, 6.4%). The similar responses are found with regard to urban background respondents, they are some (N=42, 42.0%), little (N=33, 33.0%), not at all (N=15, 15.0%) and a lot (N=10, 10.0%). The findings shows that the rural background respondents (36.2%) and urban background respondents (42.0%) expressed similarly regarding social media help with respect to social media help to find trustworthy information, but the opinion of urban background respondents is higher compared to rural background respondents.

With regard to social media help to find different points of view, the opinions of respondents are a lot (N=64, 20.1%), some (N=90, 28.3%), little (N=59, 18.6%), not at all (N=63, 19.8%) and don't know (N=42, 13.2%). In this regard, the detailed results on demographic variable are presented hereunder in Table 3.

To find different points of view, the male respondents (N=59, 26.3%) opined that the social media help to some extent and other responses are – a lot (N=48, 21.4%), not at all (N=48, 21.4%), little (N=38, 17.0%) and don't know (N=31, 13.8%). The female responses are – some extent (N=31, 33.0%), little (N=21, 22.3%), a lot (N=16, 17.0%), not at all (N=15, 16.0%) and don't know (N=11, 11.7%). The study opines that majority either male (26.3%) or female (33.0%) opined that social media help similar age group to find different points of view.

As age is considered, the 16-25 years respondents stated that the social media help them a little (N=48, 27.0%), some extent (N=44, 24.7%), not at all (N=41, 23.0%), don't know (N=27, 15.2%) and a lot (N=18, 10.1%) to find different points of view. Where the 26-35 years respondents opined as the social media help to some extent (N=46, 32.9%), little (N=33, 23.6%), not at all (N=28, 20.0%), don't know (N=20, 14.3%) and a lot (N=13, 9.3%). It is found that the respondents of 16-25 years age stated that social media help to a little (27.0%) and the respondents of 26-35 years age group stated social media help to some extent (32.9%) to find different points of view.

Based on the qualifications, the intermediate qualified respondents opined that the social media help them to find different points of view to a lot (N=5, 50.0%), some extent (N=2, 20.0%), don't know (N=2, 20.0%) and little (N=1, 10.0%). The undergraduates opined that social media help them to somewhat (N=27, 26.0%), little (N=23, 22.1%), not at all (N=20, 19.2%), a lot (N=18, 17.3%) and don't know (N=16, 15.4%). Similar results also found among post-graduate respondents – somewhat (N=47, 29.9%), a lot (N=37, 23.6%), not at all (N=33, 21.0%), little (N=27, 17.2%) and don't know (N=13, 8.3%). The other qualified respondents' opinions are like – somewhat (N=14, 29.8%), don't know (N=11, 23.4%), not at all (N=10, 21.3%), little (N=8, 17.0%) and a lot (N=4, 8.5%). From these results, it is found that majority intermediate respondents opined the social media help a lot (50.0%), under-graduate respondents opined to some extent (26.0%), post-graduate respondents opined to some extent (29.9%) and other qualified respondents opined to some extent (29.8%) to find different points of view.

Table 3: Respondents' Opinion on Social Media Help to Similar Age group (Find different points of view)								
Sl. No.	Variable		Respondents' Opinion					Total (N=318)
			Don't know (N=42)	Not at all (N=63)	Little (N=59)	Some (N=90)	A lot (N=64)	
I. Gender								
1.	Male	Count	31	48	38	59	48	224
		%	13.8%	21.4%	17.0%	26.3%	21.4%	100.0%
2.	Female	Count	11	15	21	31	16	94
		%	11.7%	16.0%	22.3%	33.0%	17.0%	100.0%
II. Age								
1.	16-25 years	Count	21	33	40	46	38	178
		%	11.8%	18.5%	22.5%	25.8%	21.3%	100.0%
2.	26-35 years	Count	21	30	19	44	26	140
		%	15.0%	21.4%	13.6%	31.4%	18.6%	100.0%
III. Qualification								
1.	Intermediate	Count	2	0	1	2	5	10
		%	20.0%	0.0%	10.0%	20.0%	50.0%	100.0%
2.	UG	Count	16	20	23	27	18	104
		%	15.4%	19.2%	22.1%	26.0%	17.3%	100.0%
3.	PG	Count	13	33	27	47	37	157
		%	8.3%	21.0%	17.2%	29.9%	23.6%	100.0%
4.	Others	Count	11	10	8	14	4	47
		%	23.4%	21.3%	17.0%	29.8%	8.5%	100.0%
IV. Income								
1.	<Rs.20000	Count	13	31	26	33	22	125
		%	10.4%	24.8%	20.8%	26.4%	17.6%	100.0%
2.	Rs.20001 to Rs.40000	Count	13	18	10	14	18	73
		%	17.8%	24.7%	13.7%	19.2%	24.7%	100.0%
3.	Rs.40001 to Rs.80000	Count	7	5	8	21	10	51
		%	13.7%	9.8%	15.7%	41.2%	19.6%	100.0%
4.	Rs.80001 to Rs.100000	Count	4	6	12	19	6	47
		%	8.5%	12.8%	25.5%	40.4%	12.8%	100.0%
5.	>Rs.100001	Count	5	3	3	3	8	22
		%	22.7%	13.6%	13.6%	13.6%	36.4%	100.0%
V. Ethnicity								
1.	Rural background	Count	34	41	38	59	46	218
		%	15.6%	18.8%	17.4%	27.1%	21.1%	100.0%
2.	Urban background	Count	8	22	21	31	18	100
		%	8.0%	22.0%	21.0%	31.0%	18.0%	100.0%

The respondents whose income is less than Rs.20000, majority (N=33, 26.4%) of them opined that social media help to some extent, not at all (N=31, 24.8%), little (N=26, 20.8%), a lot (N=22, 17.6%) and don't know (N=13, 10.4%). The respondents whose income ranges from Rs.20001 to Rs.40000 stated that the social media help a lot (N=18, 24.7%), not at all (N=18, 24.7%), don't know (N=13, 17.7%) and little (N=10, 13.7%). The respondents who fall in between Rs.40001 to Rs.80000 majority of them stated that the social media help them to some extent (N=21, 41.2%), a lot (N=10, 19.6%), little (N=8, 15.7%), don't know (N=7, 13.7%) and not at all (N=5, 9.8%). Similarly, the respondents whose income ranges between

Rs.80001 to Rs.100000 stated that the social media help to some extent (N=19, 40.4%), little (N=12, 25.5%), a lot (N=6, 12.8%), not at all (N=6, 12.8%) and don't know (N=4, 8.5%). Whereas the respondents whose income above Rs.100000 stated that the social media help a lot (N=8, 36.4%), don't know (N=5, 22.6%) and little, some extent and not at all (N=3, 13.6%).

It is found that majority (26.4%) respondents whose income below Rs.20000 stated that the social media help them to some extent, the respondents whose income range between Rs.40001 to Rs.80000 to some extent (41.2%), the respondents show income ranges between Rs.80000 to Rs.100000 to some extent (40.4%), whereas the respondents whose income above Rs.100000 a lot (36.4%) to find different points of view, whereas the respondents whose income ranges between Rs.20000 to Rs.40000 are not able take a correct decision.

Based on ethnicity, majority (N=59, 27.4%) rural background respondents opined that somewhat social media help them to find different points of view and the other opinions are a lot (N=46, 21.1%), not at all (N=41, 18.8%), little (N=38, 17.4%) and don't know (N=34, 15.6%). The similar responses are found with regard to urban background respondents, they are some extent (N=31, 31.0%), not at all (N=22, 22.0%), little (N=21, 21.0%), a lot (N=18, 18.0%) and don't know (N=8, 8.0%). The findings shows that the rural background respondents (27.1%) and urban background respondents (31.0%) expressed similarly regarding social media help with respect to find different points of view, but the opinion of urban background respondents is higher compared to rural background.

The opinion of respondents regarding social media help with regard to show their support for causes or issues to similar age group, a lot (N=31, 9.7%), some (N=90, 28.3%), little (N=81, 25.5%), not at all (N=69, 21.7%) and don't know (N=47, 14.8%). The detailed results obtained from the data on demographic variable are presented in the following paragraphs along with Table 4.

The male respondents' opinions on social media help (show their support for causes or issues) a lot (N=19, 8.5%), some (N=57, 25.4%), little (N=60, 26.8%), not at all (N=54, 24.1%) and don't know (N=34, 15.2%). The female respondents' opinions are a lot (N=12, 12.8%), some (N=33, 35.1%), little (N=21, 22.3%), not at all (N=15, 16.0%) and don't know (N=13, 13.8%). The study observed that higher percentage of male respondents (26.8%) stated that social media help a little, whereas the female respondents opined it is to some extent (35.1%).

Of 178 respondents whose age between 16-25 years, the respondents opined as a lot (N=18, 10.1%), some extent (N=44, 32.9%), little (N=48, 27.0%), not at all (N=41, 23.0%) and don't know (N=27, 15.2%). The respondents' age is between 26-35 years, their opinions are – a lot (N=13, 9.3%), some extent (N=46, 32.9%), little (N=33, 23.6%), not at all (N=28, 20.0%) and don't know (N=20, 14.3%). This shows that majority respondents, who are in the age group of 16-25 years, stated that social media help a little (27.0%) to similar age group (show their support for causes or issues), however, the respondents whose age 26-35 years, an ideal number 46 (32.9%) of respondents stated the social media help to some extent.

On the basis of respondents' qualification, the social media help to similar age group a lot (N=1, 10%), some extent (N=5, 50%) and little (N=4, 40%). The under-graduate respondents opined that the social media help a lot (N=10, 9.6%), some (N=27, 26.0%), little (N=28, 26.9%), not at all (N=26, 25.0%) and don't know (N=13, 12.5%). Similarly, the post-graduate respondents' opinions are a lot (N=19, 12.1%), some (N=40, 25.5%), little (N=40, 25.5%), not at all (N=32, 20.4%) and don't know (N=26, 16.6%). The other qualification respondents opined as a lot (N=1, 2.1%), some (N=18, 38.3%), little (N=9, 19.1%), not at all (N=11, 23.4%) and don't know (N=8, 17.0%). The results obtained from the above analysis shows that majority intermediate respondents (50.0%), post-graduates (25.5%) and other qualified respondents (38.3%) stated that the social media help somewhat to similar age group (Show their support for causes or issues), whereas the under-graduate respondents (26.9%) stated the help is little.

Table 4: Respondents' Opinion on Social Media Help to Similar Age group (Show their support for causes or issues)								
Sl. No.	Variable		Respondents' Opinion					Total (N=318)
			Don't know (N=47)	Not at all (N=69)	Little (N=81)	Some (N=90)	A lot (N=31)	
I. Gender								
1.	Male	Count	34	54	60	57	19	224
		%	15.2%	24.1%	26.8%	25.4%	8.5%	100.0%
2.	Female	Count	13	15	21	33	12	94
		%	13.8%	16.0%	22.3%	35.1%	12.8%	100.0%
II. Age								
1.	16-25 years	Count	27	41	48	44	18	178
		%	15.2%	23.0%	27.0%	24.7%	10.1%	100.0%
2.	26-35 years	Count	20	28	33	46	13	140
		%	14.3%	20.0%	23.6%	32.9%	9.3%	100.0%
III. Qualification								
1.	Intermediate	Count	0	0	4	5	1	10
		%	0.0%	0.0%	40.0%	50.0%	10.0%	100.0%
2.	UG	Count	13	26	28	27	10	104
		%	12.5%	25.0%	26.9%	26.0%	9.6%	100.0%
3.	PG	Count	26	32	40	40	19	157
		%	16.6%	20.4%	25.5%	25.5%	12.1%	100.0%
4.	Others	Count	8	11	9	18	1	47
		%	17.0%	23.4%	19.1%	38.3%	2.1%	100.0%
IV. Income								
1.	<Rs.20000	Count	16	19	44	37	9	125
		%	12.8%	15.2%	35.2%	29.6%	7.2%	100.0%
2.	Rs.20001 to Rs.40000	Count	10	26	17	11	9	73
		%	13.7%	35.6%	23.3%	15.1%	12.3%	100.0%
3.	Rs.40001 to Rs.80000	Count	7	12	11	15	6	51
		%	13.7%	23.5%	21.6%	29.4%	11.8%	100.0%
4.	Rs.80001 to Rs.100000	Count	7	11	5	20	4	47
		%	14.9%	23.4%	10.6%	42.6%	8.5%	100.0%
5.	>Rs.100001	Count	7	1	4	7	3	22
		%	31.8%	4.5%	18.2%	31.8%	13.6%	100.0%
V. Ethnicity								
1.	Rural background	Count	38	49	52	58	21	218
		%	17.4%	22.5%	23.9%	26.6%	9.6%	100.0%
2.	Urban background	Count	9	20	29	32	10	100
		%	9.0%	20.0%	29.0%	32.0%	10.0%	100.0%

The income-based results show about social media help to similar age group, the respondents whose income is less than Rs.20000 is a lot (N=9, 7.2%), some (N=37, 29.6%), little (N=44, 35.2%), not at all (N=19, 15.2%) and don't know (N=16, 12.8%). The respondents whose income ranged between Rs.20001 to Rs.40000 stated that the help is a lot (N=9, 12.3%), some (N=11, 15.1%), little (N=17, 23.3%), not at all (N=26, 35.6%) and don't know (N=10, 13.7%). The respondents whose income fall in between Rs.40001 to Rs.80000 that the help is a lot (N=6, 11.8%), some (N=15, 29.4%), little (N=11, 21.6%), not at all (N=12, 23.5%) and don't know (N=7, 13.7%). Likewise, the respondents whose income fall in the range of

Rs.80001 to Rs.100000 stated as the help is a lot (N=4, 8.5%), some (N=20, 42.6%), little (N=5, 10.6%), not at all (N=11, 23.4%) and don't know (N=7, 14.9%). Finally, the respondents whose income above Rs.100000, stated the help is a lot (N=3, 13.6%), some (N=7, 31.8%), little (N=4, 18.2%), not at all (N=1, 4.5%) and don't know (N=7, 31.8%). On the whole, majority respondents whose income <Rs.20000 opined that the social media help to similar age group a little (35.2%). The social media not at all help to the respondents whose income ranges between Rs.20001 to Rs.40000. However, the respondents whose income ranges Rs.40001 to Rs.80000, Rs.80001 to Rs.100000 and >Rs.100000, stated that the social media help to some extent with 29.4%, 42.6% and 31.8%, respectively.

The rural background respondents' opinion on social media help to similar age group (show their support for causes or issues) their opinions are – a lot (N=21, 9.6%), some (N=58, 26.6%), little (N=52, 23.9%), not at all (N=49, 22.5%) and don't know (N=38, 17.4%). Similarly, the urban respondents' opinions about social media help is a lot (N=10, 10.0%), some (N=32, 32.0%), little (N=29, 29.0%), not at all (N=20, 20.0%) and don't know (N=9, 9.0%). It is found that both type of respondents stated that the social media help is somewhat with percentages as 26.6% and 32.0%, respectively and the response rate of urban background is high compared to rural background respondents.

5.0 FINDINGS

- The results indicates that the social media helps their peer group a lot (20.75%), some (34.59%), little (28.93%), not at all (9.43%) and don't know (6.29%) regarding interaction with people. The demographic variances are: it is higher among males (85.2%), 16-25 years (86.20), intermediate qualified respondents (60.0%), >Rs.100000 (40.9%) income group and urban respondents (37.0%).

- The social media helps their peer group a lot (11.6%), some (38.1%), little (28.6%), not at all (17.3%) and don't know (4.4%) regarding in finding trustworthy information. The demographic variations are: majority female (48.9%), 26-35 years age group (39.3%), intermediate (60.0%), income group of Rs.40001 to Rs.80000 (N=23, 45.1%) and urban background respondents (42.0%)

- Regarding social media help, the results show that a lot (20.1%), some (28.3%), little (18.6%), not at all (19.8%) and don't know (13.2%). Further, it is also found that the results indicate that female (33.0%) opined that social media help peer group, 26-35 years age group stated social media help to some extent (32.9%), intermediate respondents opined the social media help a lot (50.0%), income above Rs.100000 stated that the social media help a lot (36.4%) and urban background respondents (31.0%) expressed similarly.

- Social media help with regard to show their support for causes or issues to similar age group, a lot (9.7%), some (28.3%), little (25.5%), not at all (21.7%) and don't know (14.8%). The female respondents opined it is some extent (35.1%), 32.9% of respondents stated the social media help to some extent, other qualified respondents (38.3%), Rs.80001 to Rs.100000 income group respondents (42.6%) and urban background is high (32.0%).

5.0 CONCLUSION

Based on the findings of the present study, it is noticed that the social media help the youth and the peer group to some extent regarding interaction with people from different backgrounds and experiences. Social media helps the peer groups to some extent in finding trustworthy information. The study indicated that the social media help to some extent to find different points of view. According to them it will help to show their support for causes or issues to some extent.

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