



Social Media Usage: Positive and Negative Effects on the Life Style of Indian Youth

Monica Munjial Singh¹, Mohammad Amiri^{2*}, Sherry Sabbarwal³

1Associate Professor, University Institute of Emerging Areas in Social Science, Centre for Social Work, Panjab University, Chandigarh

2PhD Scholar, University Institute of Emerging Areas in Social Science, Centre for Social Work, Panjab University, Chandigarh

3Professor, University Institute of Emerging Areas in Social Science, Centre for Social Work, Panjab University, Chandigarh, India

Original Article:

Received 1 Aug. 2017 Accepted 30 Aug. 2017 Published 25 Nov. 2017

ABSTRACT

Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. Simultaneously, social media have also some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth. This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, over utilization of social media leads youth towards addiction.

Keywords

Indian Youth;
Positive and Negative
Effects;
Social Media;
Youth's life style.

***Corresponding author:**

Mohammad.amiri.qiau@gmail.com

Peer review under responsibility of **Iranian Journal of Social Sciences and Humanities Research**