

# A Study on Management of Puberty Flock in the Era of Social Web



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*The social web became the national preference because of the enormous percentage of puberty flocks and their awareness of hypermedia. It has also become an essential technology for blooming, updating, and motivating. The research study focused on why social media became integral to Indians and how to utilize it. A descriptive type of method was used for the analysis. The survey was conducted with the help of random sample collection through the questionnaire. Two hundred twenty respondents were involved in the study. A chi-square test was used for the analysis—to study beneficiaries in the field of information technology and government for the bright future of the young generation. The research still focuses on how social media influences every student's life. Accessing information, providing information, easy updating, and communicating via social media is frequently easier and more convenient. Tutors and students can connect and utilize these platforms to their advantage for learning and teaching in synchronous and asynchronous mediums.*

**Keywords:** Social Media Advocate, Puberty Flock, Youth Lifestyle, Social Web

## 1. Introduction

“Social web is computer corroborated online communication platform integrated with various communication facilities like audio-video call, upload video, and pictures, innovation, and idea-sharing enables a user to connect on every interactive multimedia. The social web can fulfill the human need, which is a sense of belongingness, and establishes a bridge for communication between humans and humans. It also provides a platform for business and advertising companies and politicians to communicate with the target population. Some decade ago, social web/media were trying to establish themselves in the world and society. Now in the 21<sup>st</sup> century, people are much more aware of the functioning of social media and its various advantages. The discussion is about the development of social media as an integral part of society- The 1990s saw the emergence of a slew of social networking sites. Six is an excellent example. Degrees, Black Planet, Asian Avenue, and Move on are just a few examples of organizations with an online presence. A public policy advocacy website and a social network in which individuals can participate based on the concept of a "network of contacts." Additionally, blogging platforms such as Blogger and Epinions are available. Napster was a file-sharing initiative that operated on a peer-to-peer basis. Users could transfer music files outside traditional distribution

channels, which were ultimately deemed ineffective. Social media received a significant boost in 2000 with the emergence of numerous social media platforms and an ever-increasing number of social networking sites. Fotolog, Sky Blog, and Friendster all launched in 2001, with Friendster following in 2002. In 2003, My Space, LinkedIn, last FM, tribe.net, and Hi5 became popular social media sites. In 2004, Facebook, Twitter, and other well-known names gained popularity. Harvard. In 2005, prominent names such as Yahoo! 360 and YouTube rose. Cutthroat competition creates easy availability of smartphones at a cheaper cost. Educational qualifications of society, especially youth, become more aware. The social web grows essential in every aspect of life special for puberty flock, because it helps in their studies and after that for a career option. This research paper aims to find out the exact reasons and concepts behind the growth of social media. Even after the drawbacks of social media, as mentioned in the below studies by different authors like Sinha, Yadav, and Kanodia (2016), Online social networking requires a significant amount of time. Indian youth spend an excessive amount of time on these websites. Social networking sites have no privacy for personal information. Indeed, when an unknown individual gains access to personal confidential information, identities are revealed to online predators. Productivity declines as workers check social networking sites constantly, even for students while working or studying. (Kavita, 2015) Social media sites divert them from educational, moral, and appropriate activities such as pointless chatting and wasting time on the internet. Addiction transforms social networking sites into useless nodes for parents, friends, and other connected individuals. (Acheaw and Larson, 2015) the study discovered that respondents' use of social media hurt academic performance and confirmed a robust positive relationship between social media use and academic performance. (As previously stated, there are numerous disadvantages.) This research paper will study why and how social media has become an integral part of Indian society, particularly for India's younger generation.

## **2. Literature Review**

Kumari and Verma (2015) find out that 65 % of students feel helpful to maintain relationships with peer groups and relatives, which is also beneficial for the study continuing to a relationship with teachers and old study groups. The researcher provides knowledge about the replacement of interpersonal communication through social media. Paper describes another: social media is risky because of cyberbullying, privacy protection at social sites, and risk against illegal content exposure by the app and permission granted by us. Focus on both the concepts that it is favorable about maintaining the interpersonal relationship and having form of security features.

Lad (2017), Focus on the impact of social media on education, and he targets a group of students and teenagers and finds some positive effects. He provides knowledge about the development of new skills, focuses on quality education, Easy access and familiarity with modern technology, Explores the power of creativity of students and also some of the drawbacks in the form of the negative impact of social media like reduce learning by finding out the appropriate answer through a search engine. Poor academic performance because of time lost in the use of social media. It also cuts the privacy of the user to create addiction. Teenagers develop social skills, improve social skills and performance, gain faster information, and increase the content's reach; technology gives teenagers and students options.

Chukwuere and Chukwuere Precious (2017) study the impact of social media on social lifestyle. Please focus on the research and effects of social media on female students and find it affects the social lifestyle of female students. Promoting healthy and good relations and a clear social media image prove positive symptoms of today's society. People never disrespect or disvalue female students; their thoughts and e-books understand their different situations. It helps provide an act of courage to female students to connect and be involved with politics and social issues. Also, the female student is much more careful about avoiding addiction to social media by spending less time on it compared to boys. On the other side, female students blaming that people who are posting abusive, anti-social, and religious content, and they promote an abusive hatred culture among the racial group and endow a negative message with a negative image.

Bharadwaj and Sam (2017), the Researcher focuses on some social media sites like fac, LinkedIn, etc., and provides research that has both aspects rather, it is positive and negative. In education, social media also help collaboration and communication with the teacher group. They throw light on the political aspect also. It aids in increasing voter awareness and participation, fast social moments, and Job opportunities created by social media through the better connectivity of employers and job seekers. The social benefit provides by it making new friends, and 57% of teens report connecting with new friends on social media. Some of the negative aspects, like the social media app, provide a foundation to access the public profile of users, contact, gallery, etc. It reduces thinking and capturing power with the option of copy-paste, assignments copied through the students — cyber-attacks like hacking of the bank details and other accounts, and private information. Wastage of time is a very significant effect on the life of the user. False information is hazardous in the case of human health issues, and people search for a solution on social media and sometimes find the wrong resolution that harms health.

### 3. Research Objective

- To study the association of impact of the social web with Indian Society, especially on puberty flock.
- To study the preferences of the youth about the social web and its association with the age group that connects a more significant deal on social media.
- To study why the social web is growing so fast in India and the role and impact of the social network on Society.
- To study the time spent by the youth on social media and its association with effects, is it good for Society or harmful, and how to overcome its cons.
- To study why young users become social media advocates, especially with growing awareness.

#### 3.1 Point of Study

The study point includes a description of the key phrases and details of the study content we want in a particular study type.

**3.2 Puberty Flock:** It indicates a Particular age group that implies youth itself. The percentage of the bloom populace is almost one-fourth now, and it's more than a

sufficient portion to change the market and society trends. It includes teenagers, youth, and adult citizenry.

- 3.3 Social Web:** The social web is a platform that helps people to connect with their communities. It can provide various connectivity and communication and particular sharing of acquaintance by the virtual form of communication at the special required time
- 3.4 Social Media Advocate:** Social media advocate is a person who is a specialist in the field of the social web. An advocate is a professional fancier in their area and provides a positive image of particular inter-media and its functions. Nowadays, half of India's population has become social media advocates, and everyone is quickly a dweller and denizen.
- 3.5 Youth Life Style:** It merely indicates the lifestyle of the young generation, and their way of living/habits in regular life shows their lifestyle. In 21st-century youth, wants to have updated, active, innovative, creator of their future, high-tech, rates, and review oriented as well as adventurous.

## 4. Research Methodology

- 4.1 Data Collection:** The method of data collection used for the study is primary data (primary sources of data and firsthand information that is closest to the study). A group of data is done from the respondents with the help of the survey (the survey in the form of direct interaction with the public to get a response about a particular situation) method. Two hundred twenty respondents were involved in this research study from the cities of Madhya Pradesh (Indore and Ujjain). The survey was conducted with the help of the questionnaire in the year 2019. The self-constructed questionnaires examined by the two experts used for the study were distributed to the respondents for the data collection of a thorough survey.
- 4.2 Sampling:** The questionnaire has been used for the sample collection. Some were filled out by direct communication with the respondents, while some were filled out by mail to the respondents. In the mailed questionnaire, leave space to fill the answer by them, send it backend back to us, and receive an online response, which out the answers accurately. Overall, there were two hundred twenty responses, which enabled the findings. A random sampling method was used for the sample collection. Two hundred eighty questionnaires were distributed for the survey. However, I collected 220 responses.
- 4.3 Method:** The descriptive type of study was used because it provides the ultimate solution. This research used analytical graphs and the Chi-Square test because it has significant associations between two attributes and clear views. A Likert 5-point scale was used to measure the respondents' satisfaction. Study through collected data and facts to reach an ultimate solution and conclusion. The study was used to deeply understand the condition and get an immediate reaction from the respondents about a specific situation. To find the flow of the research. Present

a thorough analysis of the events, create charts and graphs as needed, and reach a conclusion using cross-tabulation and chi-square tests. (The Chi-square test is the statistical measure used in sampling analysis to compare a variance to the theoretical variation. It is the test of "goodness of fit" and examination of the independence statistic because it measures how well the observed data fit with the expected distribution if the variables are independent.

**4.4 Hypothesis of the Research:** Hypothesis means some supposition or proposition set to explain or find a reason for the occurrence. Somehow research hypothesis is a predictive statement that needs to be tested scientifically.

**H1:** There is no significant difference between the young generation and education level to connect and use the social web.

**H2:** there is no significant difference between the existence of the social web, mainly in the part of India, and its time of use so that most of the respondents connect from social media for a long time.

**H3:** There is no significant difference between active social media group activities and their formal learning and Update.

**H4:** Social media have more advantages for Updating positive aspects of life.

**H5:** Significantly, social media has become an essential integral part of the Indian populace, and their parents are also aware of social web life.

**H6:** There is no significant difference between the Respondents of the Indian populace who forcefully join the social web and hence feel pressure to join social media.

**H7:** There is a significant effective Privacy policy on the social web, especially in this era.

**H8:** There have a significant feeling of insecurity and frustration with the social web.

**H9:** Social media's significant adverse effects on society and some worst disadvantages.

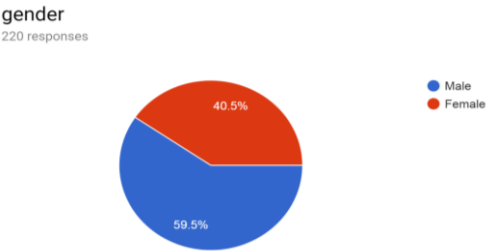
**H10:** There have some communication networks that are much trendier and more useful at this time.

**4.5 Hypothesis Testing:** Hypothesis testing is the process of creating and checking the supposition of a particular assumption. The null hypothesis is only discarded if its probability falls below a specified meaning level, in which case it is said that the hypothesis being tested has that meaning level. The null hypothesis indicates no statistical significance in a collection of given observations. The null hypothesis suggests that there is no variance among variables or no difference between a single variable and its mean.

**H0:** There is no significant difference between males and females; they used social media platforms equally.

| Gender |            |            |          |
|--------|------------|------------|----------|
|        | Observed N | Expected N | Residual |
| Male   | 131        | 110.0      | 21.0     |
| Female | 89         | 110.0      | -21.0    |
| Total  | 220        |            |          |

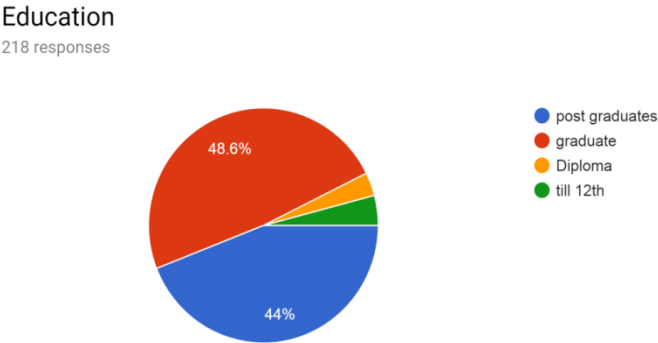
| Test Statistics                                          |                    |
|----------------------------------------------------------|--------------------|
|                                                          | Gender             |
| Chi-Square                                               | 8.018 <sup>a</sup> |
| Df                                                       | 1                  |
| Asymp. Sig.                                              | .005               |
| a. 0 cells (0.0%) have expected frequencies less than 5. |                    |



The expected frequency shows that the standard frequencies for females are more significant than the actual and provides information that males and females are not equal; thus, the hypothesis is rejected.

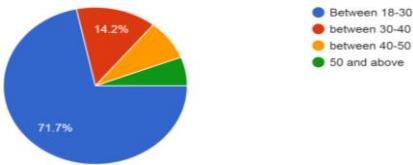
Hence active community of men is more significant than females on the social web. Women represent almost half of the community of India, and less interest is shown to them in the case of use of the social web.

**H1:** There is no significant difference between the young generation and education level to connect and use social media.



| Age of the respondents * Education Qualification Cross tabulation. |               |                |                         |          |         |           |       |
|--------------------------------------------------------------------|---------------|----------------|-------------------------|----------|---------|-----------|-------|
|                                                                    |               |                | Education Qualification |          |         |           | Total |
|                                                                    |               |                | post graduate           | graduate | diploma | till 10th |       |
| Age of the respondents                                             | between 18-30 | Count          | 61                      | 87       | 6       | 6         | 160   |
|                                                                    |               | Expected Count | 69.8                    | 76.4     | 6.5     | 7.3       | 160.0 |
|                                                                    | between 30-40 | Count          | 15                      | 13       | 1       | 1         | 30    |
|                                                                    |               | Expected Count | 13.1                    | 14.3     | 1.2     | 1.4       | 30.0  |
|                                                                    | between 40-50 | Count          | 11                      | 1        | 2       | 3         | 17    |
|                                                                    |               | Expected Count | 7.4                     | 8.1      | .7      | .8        | 17.0  |
|                                                                    | 50 and above  | Count          | 9                       | 4        | 0       | 0         | 13    |
|                                                                    |               | Expected Count | 5.7                     | 6.2      | .5      | .6        | 13.0  |
| Total                                                              |               | Count          | 96                      | 105      | 9       | 10        | 220   |
|                                                                    |               | Expected Count | 96.0                    | 105.0    | 9.0     | 10.0      | 220.0 |

Age  
219 responses

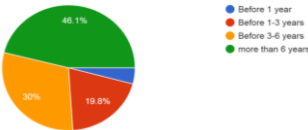


The study provides information that Graduate and Post Graduate has a massive percentage on the social web; youth is the most significant part of it, basically, from the age group of 18-30, 30-40, whoever connects with the social media, this hypothesis is not rejected.

The youth also elaborate on new ideas in different fields in society. The young generation used the social web as the biggest platform for message transmission and idea-sharing. Campaigns related to blood donation, organ donation, etc., also sublime with the help of the social network and create a valuable platform for the indigent. The young generation made this type of platform. India already has the most significant percentage of young age. It is essential to understand the youth to understand the market trends and all needs of future expectations.

**H2:** there is no significant difference between the existence of social media, mainly in the part of India, and its time of use, so most of the respondents connect to social media for a long time.

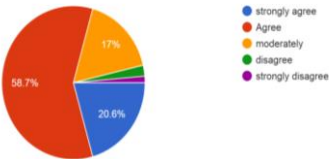
In which year you connect to social media  
217 responses



Most of the respondents connect with social media for a long-time duration; 46.1% joined before six years, 30% of them have connected within the 3-to 6 years, 19.8% have connected with the social web before 1-3 years, and it shows that people are as active as it established in India. And they have proper knowledge about its functions and the pros and cons, so this hypothesis is not rejected.

**H3:** There is no significant difference between active social media group activities and their formal learning and Update.

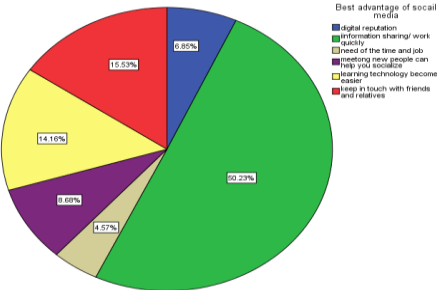
Do you think social media help you in your updation and learning as well as socially active.  
218 responses



The analysis provides a report that the hypothesis is not rejected because respondents' response to agree and strongly agree with the update and learning power of social media, respondents are showing their satisfied behavior with the social web.

**H4:** social media have many advantages for updating positive aspects of life.  
Best advantages of social media

| The best advantage of social media        |            |            |          |
|-------------------------------------------|------------|------------|----------|
|                                           | Observed N | Expected N | Residual |
| digital reputation                        | 15         | 36.5       | -21.5    |
| information sharing/ work quickly         | 110        | 36.5       | 73.5     |
| need of the time and job                  | 10         | 36.5       | -26.5    |
| meeting new people can help you socialize | 19         | 36.5       | -17.5    |
| learning technology becomes easier        | 31         | 36.5       | -5.5     |
| keep in touch with friends and relatives  | 34         | 36.5       | -2.5     |
| Total                                     | 219        |            |          |

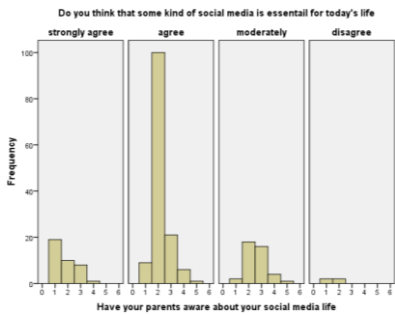


The social web is helpful in every aspect, whether creating social gatherings or organizing functions. Society needs image building and reputation among the peer



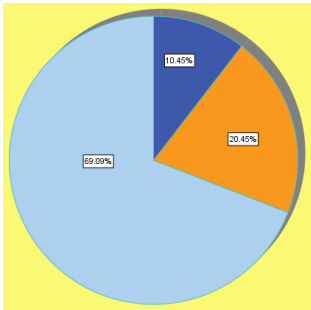
once also create by social web by improving knowledge of everyone about each other like a birthday wish, anniversary wishes, and other related events. Society creates a circle of utility through the social web. You are advertising through social media helps to create an imposing image of the politicians. A vast percentage of followers and proper campaigning of related work in front of social media contribute to establishing PM Narendra Modi Ji as the charismatic leader of India. Social media advantages in case of information sharing and working quickly. Society is satisfied with the web; learning technology has become more accessible and helps meet new people and socialize with the community. Social networks can easily create brands through proper advertising in front of customers and by delivering an excellent product to the consumer. The test result analysis shows that it has various advantages, and hence hypothesis is not rejected.

**H5:** Significantly, social media has become an inseparable essential part of the Indian populace, and their parents are also aware of social media life.



The interpretation shows that social media is becoming an inseparable part of society. Most of them are free to share their social media life with their parents. In the 21<sup>st</sup> century, it is essential for learning, socially active, and available knowledge upgrade due to positive aspects of Indian parents also provide freedom to their children. Thus, the Hypothesis is accepted.

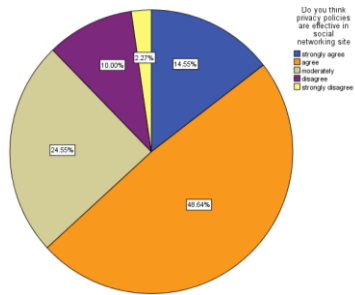
**H6:** There is no significant difference between the Respondents of the Indian populace who forcefully join the social web and hence feel pressure to join social media.



69 % of respondents reply not at all, 20.45% talked about the pressure from their peer group, and 11 % from society. This concludes as Indian people join social media

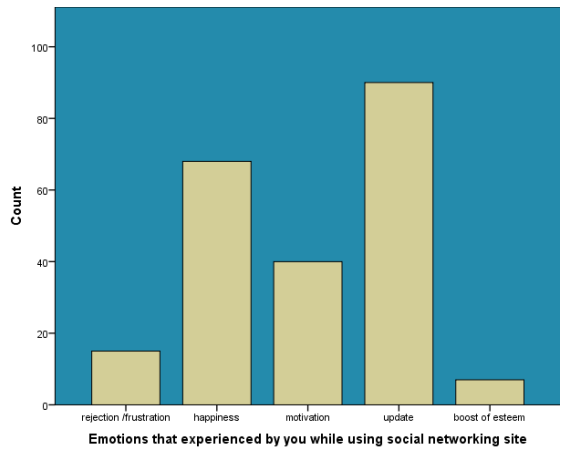
as per their wish, not because of the stress of society or peer groups; hence Hypothesis is not accepted.

**H7:** There is a significant effective Privacy policy on social media, especially in this era.



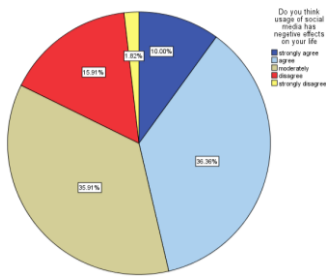
Respondents are happy and satisfied with the social web's privacy policy, and some cases may create security threats like data conversion, etc. Still, most people feel a secure connection, and hence hypothesis is not rejected.

**H8:** There have a significant feeling of insecurity and frustration with social media.

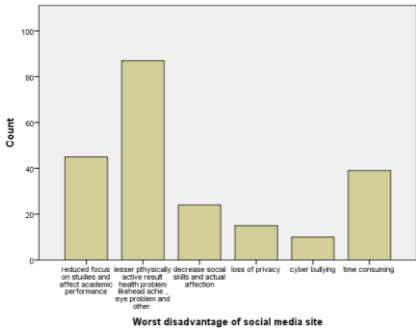


The feeling of update provide by the social web is preferably like by the respondents. Happiness is a vital part of the community and feels with the help of social networking. The feeling of Motivation also grows in the young generation by noticing the growth of their friend circle. A part of society also feels rejected and frustrated while using the social web, but it's a small percentage of the community. Boost of self-esteem is also created with the help of social media; they are convenient for these feelings. Hence the hypothesis was rejected.

**H9:** Social media's significant adverse effects on society and some worst disadvantages.

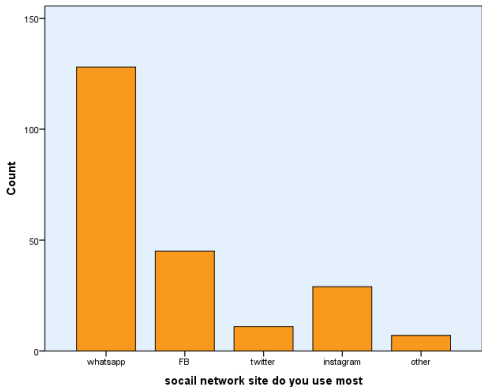


36.36 % of respondents accept that social media is harming their life. 35.91% of persons moderately agree with the negative impact of social media, which means they slightly agree with the harmful effect of the social web. Hence, we also accept that social media harm some aspects of life.



Respondents accepted that there was some negative impact of social media on humanity like being less physically active, creating health problems like obesity, headache, eye problems, etc. social web affects students' academic performance by distracting them in their studies. Time-Consuming elements include with it. Hence hypothesis is not rejected.

**H10:** There have some communication networks that are much trendier and more useful at this time.



The hypothesis is not rejected because WhatsApp and Facebook are used mainly by the Indian Youth compared to other apps. The features of both apps are easy to handle. The apps like Facebook and WhatsApp have better network coverage in India than other Apps. In India, Twitter and Instagram have their image, and the Indian youth also uses them many people.

## **5. Findings and Conclusion**

Each aspect has two sides, and in the case of social media, even after some disadvantages, the social web is good enough but only when you use it in a limited and proper way. There are many advantages like it is helpful for learning, updating, and being socially active. Most of the person has connected with a social network for a long duration, and they are already aware of social media and their families too. Families never try to control the other family members or their children. In India, people connect with the social web because of their self-need for belongingness. It helps reduce social isolation. Social isolation creates because, for some reason, of the hectic study schedule of the children. Too long working hours are also one of the causes, and the social web has Advantages like information sharing work quickly; learning has become an easy task to help overcome. Advantages in a way like find out the dear once, easy, and quick news update, and that's why the choice of social media became essential for today's youth lifestyle. Skill development programs have become accessible, and the reach of that program is available to every person in India. Women are safe on the social web until there are no particular personal issues; otherwise, feeling comfortable on the social network is also there. Puberty flock of graduates and post-graduates also use social media and are satisfied with its privacy policy. At the ground level, people are secure and do not affect social media. They feel socially updated, joyful, and motivated. While respondents accept the disadvantages, some people of India use the social web as unnecessary. For a long time, that can cause mental health and depression, and they may have possibilities of less physically active results, health problems like headaches, weak eyes side, etc. Somehow it is a time-consuming and reduced focus on studies. It also has a con that it is one of the reasons to facilitate social gatherings and meetings in the group. India is a morally and ethically strong country that helps its youth easily overcome social media's side effects by not accepting strangers' requests. Some responses to requests provide security for the girls and women, too; exceptions are always there, and some cases may also affect India. Most of the youth of India are free from these hurdles. Still, it is an integral part of the life of the Indian teen.

## **6. Recommendation**

We must focus on enabling hypermedia as much as possible by providing study content. More publications need to offer more content on social media, which may belong to the syllabus of universities. As per the need and recommendations of the users of social media, we can add competitive exam-related study materials. Study content may be related to the general knowledge of the recommended fields. Syllabus-related content may also help better use social networks, and it will be helpful to overcome the weakness of social media. Easy availability of study content offers a better solution for economically weaker students and properly uses time and data. It

creates better use of human resources and better possible solutions to related problems. At the same time, it can make India's proper, knowledgeable youth. The skill development program can be designed through the social web. Indian culture is rich and has various aspects like the state. We can add cultural knowledge in the form of entertainment on social media. And this will help reestablish cultural understanding among the youth of India and will be more familiar with the knowledge of its different cultures and traditions. Indian tradition is also related to science. The ability of the legends of India can create a connection to science. It will be able to improve the image of Indian traditions among youth and even uneducated people too. Indian heritage is also too old, and it has a lot of things to know about it. The culture of India is related to density and kings. Knowledge of the management of that particular time will create a better understanding and situation in handling the power of the youth. Tourism knowledge can also be provided with the help of a social network. Tourism part is the backbone of the heritage and culture of India. It is helpful for the up-gradation of the knowledge about the different visiting places of India and will help create revenue for the government. A proper understanding of the sites of India will be able to create employment for some of the people. And this will help attract foreign people as well. Study recommendation knowledge of numerous aspects, like national and international scenarios, will need to be provided on social platforms. And will connect ordinary Indians to every part of the global situation. National security and nationality can be improved with the help of this strategy. Awareness grows with exciting facts too. Skill development becomes easiest by applying and running through social media. Limitation of time for the use of social media is also helpful in reducing the disadvantage of social media. The limited-time period can create utilization by the proper content delivery at a particular time. The solution may be possible in a limited time-bound in such a way as to reduce the time for only some of the entertaining content and no time limit for the other knowledgeable content. These solutions will help to overcome its weaknesses of it, as the energy of youth can divert positively too. Because in India, it is just a new part of an inseparable lifestyle. We need to develop it better by applying some restrictions on content delivery and providing ultimate skill development programs on social media. It can ultimately become a preference for these programs on social media and improve the life expectancy of Indian youth.

## **7. The Implication of the Study**

The implication is the part of any study that indicates the area of importance. The study will be helpful for companies to improve information technology and the government, as it will show how to use social media for the bright future of the youth. A properly developed society can become possible through the implication of the study. It will be able to minimize the problem of the availability of better education on each platform. The impact will also help job seekers by applying the study in the field of recruitment. It is also helpful for the HR departments to raise the potential efficiently by creating an active profile. Guidelines for people in business also relate to understanding the consumer's demand. Product development based on a requirement can be quickly done, and it is possible to add new demanding features. This will ultimately help improve the social condition and reduce unemployment. Focus on the recent updating and availability of the social media campaign for social reform, with some restrictions on content delivery and ultimate skill development programs on social media. An

awareness program is also conducted through social media, which is helpful for the NGO.

## 8. Limitations and Direction for Future Study

There are some limitations in case of narrow criteria and sample size because of a research study conducted in the Madhya Pradesh area. Most of the sample was drawn from Ujjain and Indore city. That is why it cannot accurately present all the geographical regions in India. The model was removed from town, and that's why not able to represent rural areas accurately. Direction for the future provides a guideline for future researchers to conduct further studies. This study provides information about the proper management of puberty flock in the era of social media. However, the selected sample is representative of this particular reason. Still, they need to focus on the whole of India. The study needs to concentrate on the future at the international level also.

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