

⁷ The residents in Sector A generally do that because they do not make exit points for rainwater to the storm water drainage instead make the rainwater flush out on the roads. To prevent water logging in their territorialized area i.e. outside their houses, the residents dig holes around the manhole.

⁸ In Gurugram, just like many other cities of the country, there is no separation between the storm water drainage and sewerage system.

⁹ In Sector A, dumping of sewage water is a rarity. However, during water logging during monsoons the sewage water mixed with rainwater is sucked via the pumps and later dumped in the storm water drainage system.

¹⁰ They are either Muslims or hail from the Dalit community. They are the ones who generally work as gig workers or in the residential societies as guards, cleaners, house-help, drivers.

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Addiction of Online Media on Youth and its Consequences: A Social Study

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Abstract: *Technology has changed people's lives in every way, be it entertainment, cooking, shopping, gaming, dressing, interacting, or online transactions, etc. The way we look at the world before online media and the life we are living today has changed the lives of all of us. With the exposure to online media among kids, teenagers, adults and old people, all are viewing the same content available online, which has diminished the boundaries of viewing the content on the web, which has shown a hike in new experimental tendencies among kids and teenagers. As in the traditional era, children, youngsters, and youth learn things according to their age, but in the age of technology, people want to learn everything before their age. In the technological era, we all are connected through the Internet and social media platforms like Facebook, WhatsApp, Instagram, Twitter, etc., which makes us busy throughout the day in checking our smartphones again and again, which after some time converts into a vicious circle of checking posts, likes, shares, comments. Our society is an information-based society where information flows through online networks*

to our smartphones, and we just share the information/news without reading it thoroughly. By doing so, the message flows on many networks, and sometimes it is transformed into fake news, with some tricks and twists, and then this fake news is followed, shared, and liked more and more on social media. Online media plays a very significant role in targeting the age group that is, which age group can be targeted the most and who uses social media for long hours. Youths and teenagers are the ones who remain on online networks for hours, as they can also be called as digital natives.

Keywords: Technology, social media, information society, fake news, digital natives.

Introduction:

Technology has proved to be one of the biggest boons in almost every sector, be it education, e-commerce, business, art and craft, share market, finance, agriculture, marketing and others. We live in an information and network society where we make online connections through digital devices to stay connected. The network society connects us with the outside world, which is filled with limitless options, allowing us to use online media repeatedly. With the increased globalised network connection, everybody wants to become famous in a very short period. People upload some videos or reels that are catchy for others, and these are shared more and more, which become famous in no time, and the person becomes popular in a day. But sometimes, when we are unaware of privacy settings, we come across problems like hacking, harassment, online theft, cyberbullying and stalking. To overcome these issues, one must be aware of their smartphones' and smart gadgets' online privacy settings. Youth and children are spending a huge amount of time on online networks, which is triggering them towards obesity,

loneliness, depression, anger, violent and criminal acts. Technology connects one with the virtual world, a world that is not real, where connections are fake, and we rely on them, which is one of the biggest drawbacks of the online network. We find several cases in our everyday lives in which youngsters and youth are under the heavy influence of social media, which is pushing them towards criminal acts. Youths are in search of watching new movies and latest web series online, and they like to watch them all the time sitting on one sofa, which is making them obese, as they order food online most of the time, which harms their physical and mental health and makes them feel alone and lonely.

Objectives:

- To find out the impact of virtual relations over real relations;
- To find out the importance of online trends rather than purchasing offline;
- Eating habits make one lazier, lethargic, obese, and depressed;
- To find out how OTT (over the top) platforms are making behaviour violent;

Review of Literature:

According to Lorraine D. Jackson, 2013, looking at how students describe using internet-enabled devices in the classroom, the majority report utilising it as a self-distraction tool or to supplement a conventional learning environment. The Internet has undoubtedly brought the biggest change in a short amount of time.

According to research by Melissa G. Hunt 2018, from the University of Pennsylvania, Snapchat, Facebook, and Instagram

use leads to decreased well-being and increases the risk of loneliness. On the other hand, taking a break from long hours on social media helps to make people feel less lonely and depressed. It has been found that young adults use social media more, and because of that, they become depressed. Posting a drunken picture is seriously dangerous. Research from journals and studies on alcohol and drugs found that posting a drunken picture on social media is dangerous and could lead to people sharing inappropriate content, which can later make them feel embarrassed and push them towards depression.

The fear of missing out (FOMO) is real; while seeing pictures of other friends in a happy mood or happier living with you, you feel depressed or jealous because I am not happy and develop a fear of missing out. It is found that regular online users have negative views about popularity and happiness.

The British Psychological Society (2005), finds in their study that teenagers and adolescents are spending too much of their precious time on social media and they are obligated to be responsive towards social media like posting, answering texts, or messaging to friends which in turn affects their mental health making them more bored out, more fatigue, the pressure of studies, no involvement in games and activities. The study conducted by Pamela Routledge in psychology finds that selfies are making a person more self-obsessed with their looks, and it can be observed that people like to take pictures of themselves and think that I am the only most beautiful/handsome person on the planet. Taking selfies sometimes becomes more dangerous as some try to take a selfie standing on the corner of a bridge, standing on a train, or in the middle of the road, which puts them in dangerous situations and sometimes also leads to death.

On the same platform where social media has given us the freedom to speak out, it has bound our relationships on the other

side. As very truly said by Sherry Turkle in her book “Alone Together: Why We Expect More from Technology and Less from Each Other” (2011). She just wants to explain the fact of the world around us that we are changing at a very fast pace in technology, while we are at a very slow pace towards our relationships. What magnet is today’s technology using, which is pulling us towards it, and what is the force that is repelling us from each other/our own family? An obvious fact, we are living in a digital era in which everything is driven by technology, and this is a very well-stated statement by sociologist Herbert Spencer, i.e., ‘survival of the fittest.’ So, if we want to survive in today’s world, we have to be digital. But does it mean that we should forget or stop following our values, rules, and norms of society? It doesn’t mean to stop valuing our relationships, as our life is based on the interchange of thoughts, experience, and shared values in society. Our life has a basic function that runs on observation, thinking and exchange of thoughts, and that’s how our society runs. But these days society is running on the exchange of thoughts on social media we don’t have time to just call our relatives to say and ask “how are you” but we have time to spend on WhatsApp, Facebook, Snapchat, YouTube, Skype and other social media platforms with those who are not our friends but our ‘virtual friends’. By spending time with them, you can share your most precious moments and lifelong memories, which helps you to maintain the relationship for the long term. A very good phrase; time spent together will last forever. So, speak openly with your friends, parents, colleagues, they will give/find the best for you and in you. Rather than wasting precious time on the networks, be rational in life, as networks are also important, but they are not life. Our life is our family, friends, partner, and relations connecting with them, they are proven best network with zero signal error.

According to Patricia Greenfield, a psychologist, finds in her study that when people use digital media for social interactions, they are spending very little time developing social skills and learning to read non-verbal cues or actions. With the increased use of social media, screen relationships distract us from spending time towards our real relationships and the development of social skills, which is a real but bitter truth for all social media users. It is known that social media is an endless concept that has no end at all and for that, we are wasting our time towards unreal or fake relationships that we don't know, and for that, we are leaving behind our real relationships, for which we are living and which are worthy in true sense. On the other hand, with the hiked use of social media sites we just forget to make our social world our true social connections, forget to hear the unspoken words because today we don't have any face-to-face connections which trigger our social sense of behaviour and make us clueless to read the nonverbal cues of the other person. We have to develop our social skills so that we can understand the other person's feelings, emotions, love, care, respect and untold words which make the relationship stronger, carefree, and respectful in the true sense. People spend hours on social media sites and just ignore the people who are living together. It can be rightly said that smartphones have made us smart but have failed to make real relationships stronger, and have neglected to achieve the goals of social skills. Social media has made us more alone, frustrated, depressed and dependent, either making us happier, comfortable and interdependent, and this also proves the suicide theory of Durkheim.

Research Methodology:

The researcher used the explanatory research method. The research area taken is Ranpur, Kota City. (Jai Minesh Adivasi University, Ranpur, Kota).

Sampling Plan:

Target population: The target population for this research is between the age groups of 18-33 years.

The age group is divided into two categories: 18-25 years (young adulthood) (students of B.A., M.A., B.A.LLB & BPT) and 26-33 years (young adults) (faculty and staff members) at Jai Minesh Adivasi University, Ranpur, Kota.

Sample technique: The purposive sampling method is used for this research.

Sample size: 50 (25 males and 25 females).

Data Collection Method: Data is collected through primary and secondary sources. The data is collected to study the problem. Primary data is collected by filling out the questionnaire from the students and staff members.

Secondary data: The data that already exists and is ready to use format and gathered by someone else. This data can be in the form of articles, journals, magazines, or newspaper articles. Secondary data can be used by the researcher in the form of research process as a supportive document from different sources.

The research technique selected is a structured questionnaire.

Importance of Study:

The purpose of this study is to find out how and why youths are getting addicted to online media. The topic deals with the problems that are faced by youth due to social media and how

unknowingly, they are getting addicted to online networks. While confronting the issue, it is noticed that youth are facing online challenges like cybercrime, cyberbullying, depression, frustration, anxiety, misinformation, privacy issues, social isolation, online harassment, sexual exploitation, data privacy, hacking, phishing, online theft, and fear of missing out (FOMO). The frequency of using online media has increased, due to which many problems are being confronted in society. With the daily advancement in technology, we come across many new things as an updated version, which triggers more usage of media, which is a distracting feature that affects work life, so to know the distractions caused by online media, the topic shows its relevance for study.

Table Number 1: Time spent on online media

How much time do you spend on online media?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	Male	Female			Male	Female		
2-4 hours	3	2	5	20	6	5	11	44
4-6 hours	6	7	13	52	4	5	9	36
6-8 hours	3	4	7	28	2	3	5	20
Total	12	13	25	100	12	13	25	100

About 52 percent of respondents in the age group of 18-25 years consume social media for 4-6 hours, as many of them are students, so they make more use of social media, some use online media to post their status, like, share, comment, and others. About 44 percent of respondents use social media of age group 26-33 years for 2-4 hours as they remain busy with their work throughout the day and when they have spare time, they like

to scroll reels, have online chat/video chat, use e-commerce, many of them like to make and upload reels online.

Table Number 2: Negative effects of online media

Do online media have a negative effect on you/your children?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	Male	Female			Male	Female		
Yes	9	10	19	76	10	12	22	88
No	3	3	6	24	2	1	3	12
Total	12	13	25	100	12	13	25	100

Yes, online media has a negative effect on children because they are not aware of privacy settings and like to post, share, and comment on what they like, which makes their activity vulnerable to hackers, and they get trapped in cybercrime, like cyberbullying, harassment, stalking, and cyber theft.

Most of the time, we come across *clickbait*, which is used to attract attention and encourage the user to click on a link, which often employs sensationalism, exaggeration or misleading information to invite the user to click, which leads to increased page views and potential advertising revenue.

Table Number 3: Purpose of using social media

What is your primary purpose for using social media?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	M	F			M	F		
Communication	3	5	8	32	5	5	10	40
Entertainment	4	4	8	32	4	3	7	28
Assignments/Projects	3	2	5	20	1	2	3	12

News/Information	2	2	4	16	3	2	5	20
Total	12	13	25	100	13	12	25	100

The age group of 18-25 years mostly comprises of students who are mostly engaged in colleges and part-time jobs, so they use social media for communication with parents, friends and group members and they also use social media for their entertainment as today OTT (over the top) platforms is on hike on which they can choose their favourite movies, dramas, series, etc. and these which makes them busy throughout the day.

While the age group between 26-33 years use social media, mostly for communication, entertainment, and news/information.

Table Number 4: Addiction to social media

Do you feel that you are addicted to social media?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	Male	Female			Male	Female		
Always	3	2	5	20	4	3	7	28
Often	5	5	10	40	5	3	8	32
Rarely	3	3	6	24	2	3	5	20
Sometimes	1	2	3	12	2	2	4	16
Never	0	1	1	4	0	1	1	4
Total	12	13	25	100	13	12	25	100

Yes, sometimes it is felt that people are getting addicted to social media because they always want to stay updated with what's going around, as they like to tag, post, comment, share which makes them busy all day and this vicious circle goes around in

which they remain busy all day. And whenever they get time, they like to scroll reels on their mobile screen.

We like to do all the work from mobile, be it money transfer, shopping(e-commerce), food (Swiggy/Zomato), calling, updating the latest post/pictures on social media (with tagline), watching latest movies, dramas, videos, web series etc. and the left-out time is taken in watching/making/uploading reels.

Table Number 5: Virtual relations over real relations

Do you think that virtual relations are more important than real relations?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	Male	Female			Male	Female		
Yes	2	1	3	12	0	0	0	0
No	8	11	19	76	11	9	20	80
Sometimes	2	1	3	12	1	4	5	20
Total	12	13	25	100	12	13	25	100

Virtual relations are connected online and cannot be replaced by real relations, as meeting face-to-face makes them feel closer to each other, whether it is family, friends, or loved ones online network can never become real; it will always be a virtual part of life.

One of the articles published by a renowned Indian generalist author and columnist, *Jug Suraiya*, focuses on how geographical distance is eliminated, but it has enlarged the emotional distance between people. One of the articles published in our business review about the 'friendship recession' says that 12% of American adults say that they have no friends. The increase of

work and social pressure because of the growing sprawl of urban dispersal and the trend of residential and professional relocation, which sever neighbourhood and community ties the dark creates a dark climate of isolation, which, according to a study conducted by the US, can lead to serious emotional and health problems.

Table Number 6: Impact of social media reels

Do you feel the impact of social media reels on your behaviour and lifestyle?	Respondents (18-25)		Total	%	Respondents (26-33)		Total	%
	Male	Female			Male	Female		
Yes	8	9	17	68	7	8	15	60
No	2	1	3	12	1	2	3	12
Sometimes	2	3	5	20	4	3	7	28
Total	12	13	25	100	12	13	25	100

Social media has become a major part of life, which impacts our behaviour and lifestyle in many ways, like dressing sense, eating sense, talking way, personality changes and attitudinal changes. The online virtual world is a vast network connected with millions of other networks. Everyone follows one or the other liked celebrity of their choices because by following them we came to know about their likes, dislikes, how they maintain themselves what's their lifestyle what's going on in their lives we can know their birthday's and we can also interact with them by sending them direct messages or by comments and others celebrities also have an online virtual conversation on online

media platforms so that they can make a greater number of followers.

One of the studies shows that the increasing use of screens and an imbalanced lifestyle has resulted in this problem becoming common in most households. Computer Vision Syndrome (CVS) is another common syndrome resulting from prolonged use of computers, laptops, tablets, cell phones, video games and other digital devices on a day-to-day basis. Digital Eye Strain leads to discomfort and visual symptoms, the severity of which is directly proportional to the 'screen time' in a large section of the population, where cumulative screen time goes over eight hours a day.

Conclusion:

Virtual relations play a major role in making people more addicted towards online media, and they feel the need to use online networks more often and connect with others, and because of this, they ignore the surroundings in which they live, making them more proactive towards virtual relations. Online media has changed the eating habits of youth, which has given rise to McDonaldization. Fashion is on the rise among youth in which they feel that they experiment with something new in their life by giving a new look by wearing new fashionable clothes and following online trends which makes them think that they look modern and feel free to choose what they like, but on the same stance, they are moving away from their culture.

With the upcoming of OTT platforms (over the top) in society, youth have become more violent in behaviour in nature. They do not think for once while doing any crime (theft, murder, rape, cybercrime, fraud). Using the network makes one rotates around the same thing again and again but at the same time they become frustrated and feel alienated on same when they watch online content they feel that they can also perform the same act and at

any point in time, when they get involved in the same thing they start doing the same as they have watched online or on OTT platforms.

Many students utilise social media for their day-to-day schoolwork/assignments/projects, which helps develop their research analysis on a topic by comparing the data from different sources. Online media help students in academic support and they can acquire more knowledge by making the concepts clearer and easier to understand. Online media serves as a skill development platform for beginners who want to make themselves recognised on social media through videos, clips, reels, blogs and podcast. Students come across news related to their field of interest, which makes them eager to read the newspaper daily, which increase their knowledge on current topics. While exploring the online web, we come across many different global cultures showing their unique identity, which gives a thought for diverse cultures and less cultural bias, which creates a sign of unity and diversity by making us more respectful towards other cultures. Online media gives an open platform to youth to explore themselves so they can share their thoughts. Online media helps to create community of their own in which they feel confident and can share the experience with their community like their thoughts, interests, goal, purpose. These virtual contacts help build relationship with like-minded individuals. Small startup ideas include freelance writing, creative classes, graphic designing, virtual assistant, selling handmade goods, e-commerce, pet caring, online tuitions and more. These helps one to grow up in their own area of interest and create something new. The want of creating something new makes one busy throughout the day. Online media has also facilitated women to start their business of pickle, bakery, decoration, home-made things, cooking shows, tailoring and many more has made them stand limelight which has changed

their view towards life as they feel recognizable in society. Many online platforms like LinkedIn, Upwork, Flex Jobs, Toptal, Simply Hired, indeed are job searching sites helpful for young people to find their dream jobs by uploading their resume on the sites and get noticed for the required job match. But sometimes, it is seen that the dependency of youth on social media is on hike. As a result, they are limiting themselves to a shell of limited possibilities rather than aiming for unlimited opportunities.

Suggestions:

With the help of technology, students gain an enormous amount of knowledge in their interests, which makes them keen to learn new things and to create their field of interest. This will inspire them to move forward in whichever field they like, which will be helpful for them in their further grades and help in finding more suitable colleges/universities for their future development.

Technology has made youth dependent on it by giving more than expected. It is triggering the minds of children and young people. Technology enables students and educators to collaborate globally, removing geographical barriers that promote cross-cultural interchange of knowledge, which will be helpful for their academic and research projects.

Today, technology is playing a major role in changing the perspective of human behaviour and life; on the other hand, it is creating a gap in the digital divide. However, with this increased adaptation to online media, India is facing the challenge of the digital divide. According to data collected by the NSSO (National Sample Survey Office), only 24 percent of rural Indian households have access to the Internet, compared to 66 percent in cities. The growing rural tele density, currently at 59 percent, provides a foundational

infrastructure to advance inclusion efforts. India is facing the biggest challenge in bridging the urban-rural digital divide.

In the era of AI (artificial intelligence) media sometimes has a negative impact on human life by providing people with false information, which leads to inaccurate and misleading information. The over-reliance on technology has made people jobless, thoughtless and emotionless as it gives answers to all questions asked with just a click. With AI, privacy-related issues have also increased, leading to the misuse of personal information.

Youth and children have lost their creativity and imagination due to the overuse of social media. We should make use of books rather than online books and must make handy notes in a register, which might increase the power of not forgetting, as books and handy notes will make us write, and they are not easily forgotten. The influence of social media can be controlled when children are taught about the advantages and the disadvantages of social media and guided towards the right path for future life, from which they can judge themselves about the benefits and the loopholes of social media. We must also focus on a daily diet that includes fibre, protein, carbohydrates, calcium, and other important nutrients, which help in focusing the mind on the goals. Children and youth should also engage in games, so they feel energetic and refreshed all day. They can also make themselves engaged in yoga classes, meditation, dance classes or Zumba classes, as these small changes will help make changes to one's personality, behaviour and attitude, which is beneficial against depression, anger and frustration.

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