



From Selfies to Scholarly Insights: The Educational Potential of Youth Engagement on Social Media

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Abstract

The phrase Social Media refers to a group of websites and applications that emphasize collaboration, content sharing, community-based feedback, communication, and engagement. Social media is used by people to engage in and maintain relationships with friends, family, and other groups. Companies utilize social media platforms to track client complaints and market and promote their products. People generate stuff, share it, and network at a prodigious rate on social media, which has grown to be a genre of online conversation. It can be said that the usage and impact of social media platforms are rising continuously. Further, the purpose of using these platforms is not only for entertainment but also as a knowledge tool. This study was an attempt to analyse how the social media can be used to enhance knowledge and skill by the youth in present day. However it is observed still there is small ratio of youth who exceptionally under the influence of social media. Apart from this the study proves that the myths of social media towards addiction and distraction among the youth, even helps in their career building through the skills and knowledge they learn on this platform.

Keywords: Social Media, Youth, Education, Skill Development

1. Introduction

The phrase Social Media refers to a group of websites and applications that emphasize collaboration, content sharing, community-based feedback, communication, and engagement. Social media is used by people to engage in and maintain relationships with friends, family, and other groups. Companies utilize social media platforms to track client complaints and market and promote their products [1]. People generate stuff, share it, bookmark it, and network at a prodigious rate on social media, which has grown to be a genre of online conversation. Social media is quickly altering public debate in society and establishing trends and agendas on a variety of themes, from politics and the environment to technology and the

entertainment sector, because of its accessibility, speed, and ease of use [2]. Social media websites have proliferated in recent years, providing young people with new means of communication and interaction. Following the establishment of Facebook and MySpace, social networking gained popularity between 2004 and 2006. For instance, 85% of undergraduate students use Facebook, which has over 500 million users and is still expanding (Schneider, 2009). Given the predicted growth in Facebook users, these numbers should rise. And the numbers for YouTube users closely follow those for Facebook users as well (University of New Hampshire, 2009) [3] [4]. LinkedIn has crossed 100 million members in India. With a 56 percent growth in its member base over the last three



years, India has solidified its position as the second-largest market for LinkedIn globally. The largest shares of members in India are from software and IT, followed by manufacturing, corporate services (consulting, accounting, and HR), finance, and education industries. By looking at the above data on the usage of social media platforms, it can be said that the usage and impact of social media platforms are rising continuously. Further, the purpose of using these platforms is not only for entertainment but also as a knowledge tool [5].

2. Literature Review

- H K Kumawat (2024) in his paper "A study on Impact of social media among college students." - Individuals that use social media, such as WhatsApp, Facebook, Twitter, LinkedIn, and YouTube, to share information and take in significant events in their community are seen to be social media users. There are several specific outcomes on college students' health that can be attributed to social media. That's because today's society considers this new social phenomenon to be an integral part of its fabric. Based on previous studies, this is especially evident among college students. Utilizing the environment around us and the abundance of social media platforms available to us 24/7 excites our way of life. Utilizing distinctive forms of social cell technology, apps and features have become the center of our existence.
- J Song (2023) in the article on – “Social Media and Its Impact on College Students Identity” observed that - Social media has increased interpersonal interaction, which has led to the dissemination and transmission of diverse ideological trends. Undoubtedly, the intricacy and diversity of interactions exacerbate the identity dilemma. The acknowledgement of their identity as college students will be crucial to their future social growth as Chinese college students. Using a questionnaire survey, this study investigates how Chinese college students' identities - cognitive, emotional, and evaluation - are affected by their use of social media (frequency of usage, manner of information acquisition, motive for use, and information acquisition channel). The results show that Chinese college students identify strongly with other college students and that social media use has a big impact on how they see themselves. Furthermore, the main incentive for using social media is information access. The drive to get information and the official domestic media can promote college students' identities. Positive information acquisition mode affects their identity positively, although the frequency with which they used social media had no such effect. In order to satisfy college students' needs for communication content and to raise the caliber of information, the official domestic media should fully capitalize on its strong authority and dependability.
- A S Rana et. al., (2023) in the article titled - “Impact of Social Media Platforms on Learning Habits of University Students” stated that - Finding out how social networking sites affect university students' academic performance is the goal of the current study. Globally, social media has emerged as the primary means of interpersonal communication. Among the various social media platforms are cell phones, Facebook, Tik-tok, YouTube, Twitter, Myspace, Instagram, Skype, Tumblr, and many more. The impact of social media on university students' academic performance has been the subject of conflicting research from around the globe. The current study used a survey design, asking respondents to complete questions about their use of social media and how it affects students' academic performance.
- T Kaya & H Bicen (2023) in the paper - “The effects of social media on student’s behaviors: Facebook as a case study”. Observed in the modern world, social networks are among the most popular means of communication. Numerous studies have looked into how they are used in various fields. With a primary focus on Facebook, this study attempts to investigate



how social media affects students' behavior. Facebook usage will also be evaluated in order to see whether there is a positive correlation between confidence, social media engagement, and social media-related behaviors.

- Rithika M. & S Selvaraj (2023) in the article - "Impact of Social Media on Student's Academic Performance" - With a large social and mobile audience, India is the third-largest nation in the world for internet users. Student distraction from their studies is caused by social networking sites such as Facebook, Twitter, Orkut, etc. In comparison to using employee email, students spend more time on social media. Social media gives you the chance to interact with friends, classmates, and individuals who share your interests, even while it also compromises privacy and safety. Education and future professional goals should be students' primary goals nowadays. But a lot of students rely on social media's ease of access to information. This entails a lessened emphasis on information retention and learning. The survey also highlights how common social networking sites are among students. The world has changed due to social media and social networking sites, which have also brought people closer together than before. But students have the opportunity to take advantage of this and use it for a better life and a better tomorrow.

3. Objectives

- To Understand the Use of SM by Youth
- To Interpret the impact of SM on Youth's Knowledge
- To Analyze the role of Social Media in youth's Learning Curve
- To Observe the effect of social media in the cognitive development of youth

4. Research Methodology

4.1 Sources of Data

The data for this study is gathered through primary and secondary sources. Primary data is collected by circulating a structured questionnaire to the students at few degree/ inter colleges and few schools in the city of Hyderabad and Secunderabad. Secondary

data is obtained through vernacular newspapers, articles, blogs etc [6].

4.2 Sample size

There estimated sample size is of 152 respondents belonging to various age groups, gender, educational qualifications, etc.

4.3 Statistical tools used

To analyse and interpret the data, various statistical tools like SPSS, Chi Square test, Percentages are used. For better understanding and presentation various types of graphs are used along with tables.

5. Scope and Limitations of the study

The scope of the study is within the geographical limits of Hyderabad and Secunderabad. Due to time and logistic limitations, the study is restricted to limited respondents of various streams, age groups, gender, etc. within the said city. The survey was done during the 8 days period from 11th January 2024 to 18th January 2024. The responses given by the respondents may be biased and may not represent the actual facts. The study focuses on understanding the role that social media plays in the educational benefits of the students of Hyderabad and Secunderabad. The research provides age wise, gender wise, income wise, experience wise observations.

6. Hypothesis

- **H₀₁:** There is no significant relationship between Gender of the respondents and contribution of social media in gaining
- **H₀₂:** There is no significant relationship between the period of usage and time spent by the respondents on social media

7. Data Analysis

This study is based on the primary data. A Survey is conducted to understand how social media helped the youth in enhancing their knowledge and skills. To collect the primary a set of structured questionnaire has been circulated among the chosen sample.

7.1 Demographic Analysis

In the Table 1, the data is collected from 152 respondents from Hyderabad City. The above data shows that majority of the respondents from are the age group of 18 to 21 years of age i e 128



respondents (84%) then the other two mentioned groups of age mentioned in the questionnaire. The reason for more respondents from 18 to 21 years of age group might be that the college going students will get more exposure and awareness on these platforms from their peer group. The collected data also shows that 86 respondents (57%) are

female and 65 (43%) Respondents are male. The collected data for education shows that 2 respondents (1.30%) are from inter college, 148 respondents (97.40%) are from degree college and 2 respondents (1.30%) are from PG college. The above data shows that majority of the respondents are from degree college [7] [8].

Table 1 Demographic Analysis in reference with Age, Gender and Education

Demographic Factors	Classification	No. of Respondents	Percentage
Age	Less Than 15	0	0
	15-18	20	13.20%
	18-21	128	84%
	Above 21	4	2.80%
Gender	Male	65	43%
	Female	86	57%
Education	School	0	0
	Inter College	2	1.30%
	Degree College	148	97.40%
	PG College	2	1.30%

Source: Primary Data

7.2 Period of Usage and Time Spent on Social Media

From the Table 2, it can be analysed that the majority of respondents are using different social media platforms. This can be interpreted as that the negligible portion of the youth are not connected to

social media [9]. When the data is further analysed for the period of usage and the number of hours spent on social media, it can be observed that the respondents using social media since 1 year are in the study [10].

Table 2 Period of Usage and Time Spent on Social Media

Period of usage and time spent on social media	Classification	No. of Respondents	Percentage
Respondents Using Social Media	Yes	149	98%
	No	3	2%
Period of usage	Less than 1 Year	10	6.6%
	1 Year - 3 Years	62	40.8%
	3 Years- 5 Years	50	32.9%
	More than 5 Years	30	19.7%
Time Spent on Social	Less than 1 Hour	8	5.3
	1 Hour - 2 Hours	42	27.80%
	2 Hours - 3 Hours	42	27.80%
	More than 3 Hours	59	39.10%

7.3 Social Media Platform used mostly by the Youth

Table 3 Social Media Platform used Mostly by the Youth

	Classification	No. of Respondents	Percentage
Types of Social Media used Mostly	Chat (Snap Chat/WhatsApp/Twitter)	55	36.1%
	Friendship/Relation (Tinder)	1	0.7%
	Photo/Video/Reels (Instagram/Facebook/YouTube Shorts)	96	63.20%
	Information Based (Linkedin)	0	0

Source of Data: Primary Data

7.4 Use of Social media in Knowledge Gaining and the Type of Knowledge Gained by the Respondents

The Table 3 shows that most of the respondents are using Photo/Video/Reels platform mostly on social media. From Table 4, it can be analysed that most of the respondents believe that social

media is knowledge gaining, enhances skills and contributes in gaining knowledge. Total 73 respondents (48%) agreed that social media leads to gain knowledge, 76 respondents (50%) agree in enhancing skills [11] [12].

Table 4 Social Media Platform used mostly by the Youth

	Classification	No. of Respondents	Percentage
Social Media and knowledge gaining	Strongly Agree	36	23.70%
	Agree	73	48%
	Neutral	39	26%
	Disagree	3	2%
	Strongly Disagree	1	0.7%
	Social Media and Skill Enhancement	Strongly Agree	29
Agree		76	50.0%
Neutral		43	28.3%
Disagree		3	2.0%
Strongly Disagree		1	0.7%
Kind of knowledge gained through social media	Technical	33	21.7%
	Skill Development	45	29.60%
	Academic	19	12.50%
	Hobby	55	36.10%

Source of Data: Primary Data

8. Testing of Hypothesis

i. To find out whether the opinion of the respondents on gaining knowledge is gender biased or not

ii. To analyse which respondents are spending more time on social media the new users (less than 1 year) or the older users (more than 1 year)

8.1 Gender and Skill Development

Table 5 Gender and Skill Development Feedback

Gender and Skill Development	Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Male	11	27	25	1	1
	Female	18	46	18	3	1

Table 6 Gender wise Feedback Analysis

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Row Totals
Male	11 (12.48) [0.18]	27 (18.51) [2.28]	25 (18.51) [2.28]	1 (1.72) [0.30]	1 (0.86) [0.02]	65
Female	18 (16.52) [0.13]	46 (41.58) [0.47]	18 (24.49) [1.72]	3 (2.28) 0.23]	1 (1.14) [0.02]	86
Column Totals	29	73	43	4	2	

8.1.1 Statistical Inferences

- The Chi-square statistics is 5.969 and the p-value is .201451
- Thus the Calculated X² value is higher than the critical value. Thus the result is non-significant and the research rejects the Null Hypothesis

- Thus the above analysis shows that there is significant relationship between the gender of the respondents and opinion of the respondents on whether the social media helps them in developing skills
- Social media Platform used mostly by the youth

o Period Usage and Time Spent on Social

Table 7 Period Usage and Time Spent on Social

Time Spent on Social		Less than 1 Hour	1 Hour - 2 Hours	2 Hours - 3 Hours	More than 3 Hours
Period of usage	Less than 1 Year	3	5	2	
	1 Year - 3 Years	3	23	22	14
	3 Years- 5 Years	1	8	10	30
	More than 5 Years	1	6	8	15

Table 8 Time wise Social Usage Analysis

	Less than 1 Hour	1 Hour - 2 Hours	2 Hours - 3 Hours	More than 3 Hours	Row Totals
Less than 1 Year	3 (0.53) [11.52]	4 (2.72) [0.61]	2 (2.78) [0.22]	1 (3.97) [2.23]	10
1 Year - 3 Years	3 (3.28) [0.02]	23 (16.83) [2.26]	22 (17.25) [1.31]	14 (24.64) [4.59]	62
3 Years- 5 Years	1 (2.60) [0.98]	8 (13.30) [2.11]	10 (13.63) [0.97]	30 (19.47) [5.69]	49
More than 5 Years	1 (1.59) [0.22]	6 (8.15) [0.57]	8 (8.34) [0.01]	15 (11.92) [0.80]	30
Column Totals	8	41	42	60	Grand Total - 151

8.1.2 Statistical Inferences

- The Chi-square statistics is 34.1063 and the p-value is .000086
- Thus the Calculated X2 value is higher than the critical value. Thus the result is non-significant and the research rejects the Null Hypothesis
- Thus the above analysis shows that there is significant relationship between the period of usage of social media and the time spent daily on social media platforms.
- The respondents who are using social media comparatively from longer time are using spending more time on these platforms daily.

9. Finding and Observations

- Male respondents between the age group of 18 – 21 are more in the study.
- Very negligible portion of the respondents do not use social media.
- Out of the total respondents 62 (40.8%) of the respondents are using social media from 1-3 years
- The respondents using from 1 year to 3 years are spending more time on social media on daily basis
- Most of the respondents are using Photo/Video/Reels mostly

- 36 (23.7%) of the respondents strongly agreeing that social media helps in gaining knowledge
- 76 (50%) of the respondents believe that social media contributes in skill enhancing.

Conclusion

This study was an attempt to analyse how the social media can be used to enhance knowledge and skill by the youth in present day. However it is observed still there is small ratio of youth who exceptionally under the influence of social media [13] [14]. Apart from this the study proves that the myths of social media towards addiction and distraction among the youth, even helps in their career building through the skills and knowledge they learn on this platform [15].

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