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Effect social media on Social Behavior of Youth in California, USA

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Abstract

Social media means websites and applications that enable users to develop and share content or participate in social networking. Social media is an online platform that people use to build social networks or social connections with other individuals with similar personal or career interests, activities, backgrounds, or real-life relations. Thus, the study sought to examine the effect of social media on social behavior among the youth in California, USA. The study was literature-based. The study's findings were based on the results from the prior studies. The study results showed that social media influences the social behavior of youth. Social media platforms enable individuals to have conversations, share information and develop internet content. The speed of the internet has changed the way people receive information. The research concluded that as modern technology increased, online social networking had become the routine for every individual. Online networking has broadened the quality and rate of coordinated initiatives for various people. Social media plays an essential duty in influencing culture, economy, and overall view of the world, so users should be mindful of its positive impact. Youth are connected with social media daily. The benefits of social media are more highlighted regularly instead of its negative elements, which are very hardly ever discussed. The study suggested that social media may increase or widen our knowledge and enhance the professional connection between the youth. The study recommended that people be educated on exactly how to handle their privacy settings, warning them concerning what details they include in social media posts, including what is in their photos, urging that they do not connect with anyone online unless they understand them in real life already. The community/people are advised to take on the good aspects of social media and disregard the negative effects.

Keywords: *Social media, behavior change, youth, California, USA*

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1.0 Introduction

Social media is an online platform that people build social networks or social connections with others with particular personal or professional interests, activities, backgrounds, or real-life links (Ameen, Almari & Isaac, 2018). The effect of social networks on most individuals is considerable. It is becoming progressively true that social networks have become part of people's lives. Most individuals use their laptops, tablets and mobile phones to check Tweets and status updates from their loved ones. Due to the improvement in technology, people are forced to accept various lifestyles. Social networking sites usually help individuals be much more socially capable. Social media is a web-based type of information communication. Heinonen (2019) argued that social media platforms enable users to have conversations, share information and produce internet content. Social media has various types, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. A lot of individuals all over the globe use social media to share information and build connections with others.

On a personal level, social media enable us to interact with our friends and family members, gain expertise in new things, develop our interests, and be entertained. On a professional level, social media can be utilized to broaden or expand our knowledge in a certain area and build our professional network by getting in touch with various experts in a particular organization (Fischer and Reuber, 2021). At the business level, social media enables business people to discuss with their targeted market, get consumer comments, and increase sales of a certain brand. Social media means internet sites and applications that allow customers to develop and share information or take part in social networking (Kaplan & Haenlein, 2020). Knowledge is strength and power. Most of us remember this saying; however, a couple of individuals know social media's role. It is the circulation of information that contributes to their understanding. In the current world, social media plays a vital role in influencing our culture, economy, and overall view of the world.

Social media is a new forum that connects individuals to exchange concepts, connect with, relate to, and come together for a reason, get advice, and give guidance. Social media has gotten rid of communication obstacles, developed decentralized communication channels, and allowed all to have a voice and be involved (Amedie, 2018). It makes common interest groups like learners' study in joint group projects outside of their classroom. The most important advantage of social media is connectivity. Individuals from different parts can get in touch with anyone despite religion. The advantages of social media are that one can connect with any individual to learn and exchange ideas. Some social media destinations have altered how people communicate online (Miller, Sinanan, Wang, McDonald, Haynes, Costa & Nicolescu, 2020). From one individual to another, communication destinations open the door for people to reconnect with their old companions, partners, and friends.

Furthermore, it causes people to influence new friends and share information, pictures, sounds, and recordings. Web-based social networking additionally transforms the lifestyle of different people. It is indisputable that social media plays an essential role in influencing our culture, economy, and the big picture of the world (Cogburn and Espinoza-Vasquez, 2019). This media outlet accommodates many spontaneous, official, casual, scholarly, and unscholarly writings to

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flourish. It promotes creativity and partnership with a large range of commentators on various issues like education, the economy, politics, race, health and relationships. Although it has brought about several advantages, enabling us to quickly connect with loved ones all over the world, enabling us to break down global boundaries and cultural disparities, social media has come with a price. Social media has an unfavorable influence on our lives because the combination of isolation and worldwide reach has deteriorated our culture. Social media is burglarizing us of trust and comfort we once drew in one another, replacing the human fellowship physical and emotional assistance we drew from each other with online relations (DeJong, 2020). It burglarizes us of self-control and the capability to think separately. Rather, it makes us susceptible to entering any group that uploads perverse messages that tickle our ears and amuse our senses without evaluating the repercussions.

It has been discovered that people with severe mental disorders, along with young people with mental disease, appear to develop online relationships and connect with others on social media sites as frequently as social media users from the general population. This is a crucial observation since people dealing with serious mental disorders commonly have few social contacts in the offline world and experience high isolation rates. Among people obtaining publicly financed psychological health services that utilize social media, almost fifty percent were reported utilizing these platforms at least once a week to feel less alone. Several young people with major mental diseases showed that they utilized social media to feel less isolated (Naslund, Aschbrenner, Marsch & Bartels, 2018).

Surprisingly, regular usage of social media amongst a sample of people with major mental illness was related to greater community involvement, gauged as participation in shopping, job, spiritual activities, or visiting family and friends, and higher civic involvement, reflected as voting in local elections. Auxier and Anderson (2021) discovered that many Americans use YouTube and Facebook, while Instagram, Snapchat and TikTok are particularly usual among youths under 30. Similarly, the corresponding shares of Americans who reported using Instagram, Pinterest, LinkedIn, Snapchat, Twitter and WhatsApp are the same from 2019. This stands for a wider pattern that extends beyond the past two years in which the rapid adoption of the majority of these sites and applications seen in the last years has slowed down. Greater than 40% of Instagram's users are 22 years of age and younger, with around 22 million teenagers logging onto the site each day.

2.0 Literature Review

Peart, Gutiérrez-Esteban and Cubo-Delgado (2020) conducted research that sought to determine the socio-demographic and health-related elements connected with present grown-up social media users in the United States. Data originated from the 2007 version. HINTS is an across-the-country representative cross-sectional study on health-associated interaction trends and practices. Study participants who were noted having accessed the internet were asked whether, over the past year, they had actually joined an on the internet support system, written in a blog and visited a social media site. About 69% people adults were noted having accessibility to the Internet in 2007. Amongst Internet users, 5% joined an on-line support system, 7% revealed blog writing, and 23% utilized a social networking site. Multivariate evaluation discovered that younger age was the only significant predictor of blogging and social networking site engagement; a statistically significant

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straight connection was noted, with younger categories revealing a lot more regular use. As a whole, social media are entering into the US population independent of education, race/ethnicity, or healthcare accessibility. Current development of social networks is not uniformly distributed across age groups; hence, health communication programs making use of social media should initially take into consideration the age of the targeted population to assist make sure that message reach to the desired targeted market. While racial/ethnic and health status related differences exist in Internet gain access to, amongst those with internet accessibility, these features do not influence social networks usage. It is recommended that new technologies, stood for by social media, might be altering the communication pattern throughout the United States.

Murphy, Link, Childs, Tesfaye, Dean, Stern and Harwood (2019) discovered that social media is a platform for the public worldwide to exchange their challenges and point of views. Prior to having knowledge on the real elements of social media individual need to recognize what do social media mean. Social media is a term utilized to define communication in between teams or individuals in which they develop, share, and particularly share concepts, images, video clips and a lot more online and in online communities. Kids are being raised up surrounded by mobile phones and interactive social media sites. Social media is changing the actions in which young individual associate with their parents, peers, and exactly how they utilize of technology. On the positive aspect, social networks can act as invaluable tools for specialists. They attain this by helping young specialists to market their abilities and look for business chances. Social networking sites might also be utilized to market products successfully. On the negative aspect, the internet is stuffed with a variety of risks related with online communities. Cyber intimidation that is defined as a sort of harassment which is perpetrated utilizing digital technology is just one of the risks. In the study each aspect of social media has its positive and adverse effects covered. Emphasis gets on the particular sector such as health, business, education, culture and youthful people. During the study it is discussed exactly how these media will certainly impact the society in a wide way.

Rauniar, Rawski, Yang and Johnson (2020) argued that social media has actually advanced over the past years to end up being an essential driver for getting and giving out information in various domains like business, entertainment, crisis management, and politics. The rising appeal of social media increases a number of inquiries relating to why we utilize it a lot and what factors affect this task. What about sex, what about learning, income, age or social condition. The study responds to some of these concerns utilizing analytical evaluations and by dividing total social media usage right into chosen social media. The analysis utilized a dataset which entails data pertaining to 2002 participants from the U.S. and their social media task. The outcomes reveal that individual with huge house incomes and the highly educated utilize social media most. As age goes by, social media usage reduces. Overall, understanding where and at what frequency users are on social media can be important competitive advantage. When utilizing socials media properly for marketing, firms can dramatically enhance their brand name recognition, consumer satisfaction, quality, reach, and have more earnings.

Kennedy (2019) conducted a study on social media, positive and adverse effects on teenage well-being. Social media usage is constantly increasing among teenagers; research point out that the rates of "constant use" increased. Social media usage might have a major unfavorable influence on areas of well-being consisting of feelings of depression, anxiety, fear of missing out, body

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image, intimidation and sleep. The problematic usage of mobile phones and social media applications as one of the trends aligning with the increase in significant depressive episodes. On the other hand, use social media can enhance favorable sensations of health consisting of producing a sense of community, enhancing accessibility to required health information, assisting in developing new connections and keep existing ones and providing a platform for self-expression and development of self-identity. The role of the research was to contrast the favorable and unfavorable effects of the leading 4 social media systems utilized by teenagers on 14 places of health. SPSS was utilized for information evaluation to contrast health scores for Facebook, Instagram, Snapchat and YouTube. Analysis was additionally finished to check whether there was a connection between times invested online and viewed health. Most of teens noted that their mobile phone as the main means they access social media. YouTube was noted as having the most favorable effect on teenagers' well-being while Instagram was identified as having one of the most unfavorable effects. Time spent online showed a weak, positive relation to health with only YouTube.

Roy, Tripathy, Kar, Sharma, Verma and Kaushal (2020) research concentrates on how educating individuals through social media platforms might assist in decreasing the mental health impacts of the COVID-19 to manage the international health dilemma. The pandemic has actually posed a global mental health problem, and perfect information is crucial to resolve unpredictability, worry, and mental tension to unify worldwide people in cumulative fight versus COVID-19 pandemic worldwide. Mounting researches defined that manifestly endless coronavirus-associated newsfeeds and fatality numbers substantially enhanced the danger of worldwide psychological health problems. Social media supplied both favorable and unfavorable information, and the COVID-19 has actually resulted in an around the worldwide infodemic. It has deteriorated public count on and hindered infection restriction, that outlasted the coronavirus pandemic itself. The research included the narrative testimonial evaluation anchored on the existing literature pertaining to psychological illness utilizing the non-pharmaceutical interventions method to lessen the COVID-19 negative impacts on worldwide psychological health. The study integrates the analytical information connected to the COVID-19 given by the WHO. The COVID-19 has actually led to about 108.16 million verified cases, deaths over 2.374 million, and a healing of 80.16 million individuals around the globe. The research concentrated on exploring the COVID-19 pandemic's damaging impacts on worldwide public health and the indispensable duty of social media to give the appropriate information in the COVID-19 health dilemma.

Steger (2020) discovered that social media has actually become significantly popular element of our daily life in current globalizing society. It gives a context where individuals throughout the globe can communicate, exchange messages, exchange expertise, and connect with one another despite the distance which divides them. Intercultural adaptation entails the means of enhancing understanding via communication to enhance the level of physical fitness to make sure that the needs of a new cultural atmosphere can be satisfied. Study reveals that individuals have a tendency to make use of social media to end up being more incorporated into the host society throughout their adaptation and to maintain relations to their home nations. The study sought to examine the effect of utilizing social networks on the intercultural adaptation process. Extensive interviews of international learners of a United States university are performed.

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Social media is a new forum that connects individuals to exchange concepts, connect with, relate to, and come together for a reason, get advice, and give guidance. Social media has gotten rid of communication obstacles, developed decentralized communication channels, and allowed all to have a voice and be involved (Amedie, 2018). It makes common interest groups like learners' study in joint group projects outside of their classroom. The most important advantage of social media is connectivity. Individuals from different parts can get in touch with anyone despite religion. The advantages of social media are that one can connect with any individual to learn and exchange ideas. Some social media destinations have altered how people communicate online (Miller, Sinanan, Wang, McDonald, Haynes, Costa & Nicolescu, 2020). From one individual to another, communication destinations open the door for people to reconnect with their old companions, partners, and friends.

Wang and Kim (2018) advised that the increase of social media has prompted both optimism about possible social advantages and problem regarding injuries like dependency, depression, and political polarization. It was realized that shutting down Facebook for the 4 weeks prior to the 2018 US midterm election; decreased online task, while enhancing offline tasks like watching television only as well as fraternizing with family and friends; decreased both factual news expertise and political polarization; enhanced subjective health; and caused a big consistent decrease in post-experiment Facebook use. Deactivation decreased post-experiment appraisals of Facebook, recommending that conventional metrics might overemphasize consumer surplus.

Kolhar, Kazi and Alameen (2021) noted that social media network sites are extensively utilized by college students. The research examined the advantages for which social networking sites are used and their results on learning, social interaction, and sleep time. Research was carried out among 300; 17-- 29-year-old women learners at Prince Sattam container Abdul Aziz College. A survey was utilized to gather information. The outcomes revealed that 97% of the learners made use of social media applications. Only 1% of them used social media for learning activities. Whereas 35% of them made use of these platforms to talk with their peers, 43% of them used the platforms to pass time. In addition, 57% of them were addicted to social media. Furthermore, 52% of them revealed that social media sites use had influenced their studying tasks, 66% of them felt a lot more drawn in the direction of social media than toward schooling work, and 74% of them spent their spare time on social media systems. Better, 46% and 39% of them revealed that they sleep in between 11 pm and 12 am and between 1 am and 2 am, respectively. Many of the individuals revealed that long term use social networking sites for non-schooling duties. These regular behaviors can sidetrack learners from their academic assignments, negatively impact their academic performance, social interactions, and sleep period, and lead to an inactive lifestyle and physical lack of exercise that subsequently can render them susceptible to non-communicable illness and psychological health issue.

Willems (2021) noted that a lot of individuals throughout the world have a mobile phone and accessibility social media every day. As a result of this electronic attachment, the researcher sought to comprehend to what level this usage has affected the customers' emotional well-being and offline interpersonal connections. 627 respondents finished a mixed-strategies survey including Likert scale and short answer questions relating to social media sites usage, psychological well-being and interpersonal relations. Outcomes showed that the more time an individual spent on

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social media the most likely they were to encounter an adverse influence on their general emotional wellbeing and reduced quality in their relationships. Emotional well-being also mediated the connection between time spent using social media and the quality of that individual's relationships, implying that the more time a person invested in social media the most likely their psychological well-being decreased which then adversely influenced their relationships. The first three answers for adverse impacts of social media usage on feelings were frustration, depression, and social contrast. The first three actions for adverse impacts of social media usage on interpersonal connections were disturbance, irritation, and lowered quality time with their significant other in offline settings.

Gibson (2020) discovered that social media is the cumulative of online communications channels committed to community-based input, interaction, information sharing as well as collaboration. The overall role of this review is to give detail information concerning the effect of social networks on society. A lot of researches suggested social networks has both positive and favorable results. A few of the favorable results are, as an example, Socialization and communication; increase learning possibilities and accessing health relevant information. Depression, stress and anxiety, bullying, terrorism, and criminal tasks are a few of the unfavorable sides of social networks on societies. Typically, when individuals make use of social media for suitable functions and fixed goals the end result will certainly be positive and the opposite is true for negative effects. So as to reduce and save the societies from its adverse negative impacts and encourage the favorable ones, all concerned bodies must need to function collaboratively.

Kuppuswamy and Narayan (2019) performed research to inspect the influence of social networking sites in the education of youth. This is a survey kind study and below the data was collected with the survey. 100 experienced young people fill up the survey, and the non-random sampling techniques was utilized to pick sample units. The primary purposes were as the impact of social media sites on young people, to determine the advantageous and support kind of social networks for young people, to examine the mindset of young people towards social media sites and discovering the total use times on social media. Here the information gathered was analyzed in the kind of frequency, percent. The participants encounter main issue throughout use of social media are unwanted messages, Is social media aiding today's young people in Education, Does use social media degrades our social standards, Is social media act negatively in the Education of young people. Social media promotes underhanded photos, video clips and pictures amongst youth, anti-religious blog post and links develop hatred amongst individuals of various communities, Unfavorable use social media is wearing away the partnership among the nations, social networks is playing a crucial role to develop political recognition among young people.

3.0 Research Findings and Conclusion

The study's findings were based on the results from the prior studies. The study results showed that social media influences the social behavior of youth. Social media platforms enable individuals to have conversations, share information and develop internet content. The speed of the internet has changed the way people receive information. The modern technology increased; online social networking has become the routine for every individual. Social media has become a progressively prominent element of our day-to-day life in the current globalizing society. It gives

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a context where individuals worldwide can connect, exchange information, share understanding, and engage with one another despite the distance which divides them. Social media has eliminated communication challenges, produced decentralized communication channels, and presented an opportunity for all to have a voice and participate democratically, including individuals in repressive nations. Additionally, it has been discovered that people with more household incomes and higher levels of education use social media the most. As one gets old and old, the use of social media reduces. Social media use may have a serious negative effect on areas of health consisting of feelings of anxiety, stress and depression, fear of missing out, body image, bullying and sleep. Most of the youth use social media networking sites for nonacademic purposes, which makes them change their typical behaviors; therefore, it can distract learners from their academic activities and negatively impact their performance in school. The more time a person spends on social media, the more likely they will experience an adverse influence on their total emotional health and wellbeing and reduced quality in their relationships.

The research concluded that as modern technology increases, online social networking had become the routine for every individual; people and groups rely on this technology consistently. Online networking has broadened the quality and rate of coordinated initiatives for various people. The business utilizes online networking to upgrade a company's implementation in various courses, for instance, to meet organization goals and increase annual company deals. Young people were discovered to be connected with these media daily. Social media has different qualities, yet it furthermore has a couple of faults that influence individuals. Incorrect information can lead the training framework to frustration; false advertisements will impact productivity in firms. Online networking can manhandle the general public by attacking peoples' security; few meaningless sites can influence young people who are simply savage and can engage in immoral behavior.

Additionally, the research concluded that despite the positive advantages of fast information sharing, social media allows individuals to produce fake identities and superficial links, which may trigger depression. In some instances, it is the main recruiting avenue for criminals and terrorists. The benefits of social media are more highlighted regularly instead of its negative elements, which are hardly ever discussed. When utilizing social media networks correctly for advertising, businesses can substantially enhance their brand awareness, client satisfaction, quality, reach, and more earnings realized. Social media may increase or widen our knowledge in a specific area and enhance our professional connection by relating with other experts in our and other sectors. Social media plays an essential duty in influencing the cultural economy, so users must be cautious of using it.

4.0 Recommendations

The study recommended that people be educated on exactly how to handle their privacy settings, warning them concerning what details they include in social media posts, including what is in their photos, urging that they do not connect with anyone online unless they understand them in real life already. The recent development of social media sites is not uniformly distributed across age groups; hence, health communication programs using social media sites have to initially consider the age of the targeted population to ensure that the message reaches the desired target audience. All people are encouraged to embrace the positive aspects of social media and avoid negative effects.

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