

**"Social Media's Role in Shaping Learning Patterns: A Study of 18-22-Year-Olds
(Instagram / YouTube)"**

Project Report

Submitted by

Adhithya T.B SB21CE002

Under the guidance of

Allu Alfred

In partial fulfilment of requirements for award of the degree

Of Bachelor of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

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Declaration

I do affirm that the project "Social Media's Role in Shaping Learning Patterns: A Study of 18-22-Year-Olds on Instagram and YouTube" submitted in partial fulfilment of the requirement for the award of the Bachelor of Arts degree in English Literature and Communication Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

Adhithya T.B

22/03/2024

SB21CE002

B.A. English Literature and Communication Studies

St. Teresa's College (Autonomous)

Certificate

I hereby certify that this project entitled "Social Media's Role in Shaping Learning Patterns: A Study of 18-22-Year-Olds on Instagram and YouTube" by Adhithya T.B is a record of bonafide work carried out by her under my supervision and guidance.



Ernakulam

22/03/2024

19/1/2024
24/1/2024

Allu Alfred

Department of Communicative English

St. Teresa's College (Autonomous)

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Adhithya T.B

Abstract

This research project focuses mainly on social media. As the name of the dissertation suggests this project is trying to show how social media influence the learning patterns of students and the two main applications chosen for conducting the research is Instagram and you tube. In chapter four a survey is conducted for the college students between 18 years and 22 years which can be considered as a crucial chapter for this project. The total responses were from 50 students whom all reside in cochin. The first chapter portrays the ways in which traditional media influence the youngsters. Chapter two consists the history origin and the features which explains the rise of internet and the first few social media platforms. Chapter three is a deeper dive into the issue discussed in chapter two. As already mentioned chapter four is a survey conducted among students regarding social media prominently about Instagram and you tube. chapter five is where it reaches to a conclusion how social media effects the learning pattern of students it's negative and positive scenario.

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Introduction

Chapman, Tracy. “ We have more media than ever and more technology in our lives. It’s supposed to help us communicate, but it has the opposite effect of isolating us. “(Chapman).

It is known to everyone that children from the age of probably 10 years old or may be way before that is attracted to the world of social media. It can be in the form of as a guide to their studies or can be the other way around. Social media gives people a lot of opportunities whether it is to showcase their talents and to earn through that or just for fun and as an entertainment activity. But there is another side of social media which is dark: spending too much time which leads to addiction and other influences like cyberbullying, depression , anxiety, isolating one from the outside world and other non-health and health related problems. This kind of problems or disturbances are generally found in young adults. As we know that the use of social media is inevitable for the young people because from the age of 18,19 their education system demands the need of social media in regard with their studies for many uses like , to know more about certain subjects outside the text or if they need to conduct any programs or activities in order gather the attention of the people for that we cannot compromise the use of social media. Education plays a crucial role in shaping individuals' perspectives and values. As George Bernard Shaw eloquently stated, "Education can and should do much to influence social, moral, and intellectual discovery by stimulating critical attitudes of thought in the young" (Shaw). This quote highlights the transformative power of education in fostering critical thinking and promoting holistic

development among the youth. Online platforms has both positive and negative impacts on youngsters. Social media has the ability to enhance the students in terms of communication, learning, and networking but also a threat to their mental health, academic performance and privacy. Access to information social media platforms provide quick answers and a better access to a wide range of information young people can use platforms like you tube which provides them a visual effect help them to understand in easier way and other platforms like Instagram , chat GPT etc.... which is a very good guide to students of different fields and one negative point is that this platforms can also give it can misinformation.

The main motive of this dissertation is to study how social media effect or influence young people both positively and negatively during education. The study focuses on youngsters in Kochi aged between 18 years to 22 years.

The five chapters

The first chapter will analyse how social media and traditional media functions in the daily course of youngsters and adults in general. The second chapter discusses about the history of social media which includes the rise of internet and about some of the social media applications that existed or developed after internet came, following the applications that is still used . the content in this chapter begins with exposing the inventor social media along with few more social media platforms emerged at the same time. Chapter three is a deeper analysis of chapter two. Chapter four is a survey conducted through google form of students between 18 years to 22 years . this chapter is the important part of the project as we get to the opinions and experiences of the target audience. Chapter five is where we come into a conclusion by analysing the other four chapter

Chapter :1

Influence of Traditional Media and Social Media Among Youngsters

Before the emergence of social media and its different other platforms traditional media was the only source of medium that people used or had, to know the wonders happening around them. It can be categorised such as entertainment, accessing information, helped people to staying updated on current events and as well as for the students regarding the materials that needed for their education course and other areas of interest. These media varieties were the principal channels of getting news and they were a big part in shaping the opinion of the public and played a crucial role in disseminating information to a broad audience. In addition traditional media served as a means of fun activities via radio broadcast, TV shows and newspapers featuring varied contents. Traditional media indicates the conventional types of mass communication that subsisted before the age of online. It consists of newspapers, magazine, radio, television and other platforms that broadcasted during those times. Unlike digital media, traditional media depends on physical distribution and didn't had the facility to involve in online channels. But today it has changed we are able to get news through online as live videos and these news channels have a webpage of its own, this gives us a strong evidence how much has the emergence of social media effected the world as a whole. As mentioned in the beginning of the essay. Traditional media contributes a different level of educational exposure to students. It is a primary source of medium that is used as a source of information for the young people/students. It modifies their awareness of current events, social events and cultural trends. The content they consume will be able to influence their

views on certain things or circumstances, values, and their perspective of looking up to the world. Another benefit is that it can influence how young people see themselves and others which leads to the formation of their identity and social behaviour. With the appearances of celebrities featured in traditional media like magazines, newspaper it creates a sense of inspiration or may even form as a role model in their lives. The behaviour, attitude lifestyle and what all they have accomplished can grab a space in youth's life. It Can influence their aspirations, motive and goals. Traditional media is a key source of enabling political information. Their political beliefs, engagement and participation in civic activities will all be depended on it. Credibility is one of the major advantage, established media outlets have a well-mannered reputation for reliability and credibility young people may have a tendency to trust information from reputable sources and might develop critical thinking skills in the case of evaluating news. Along with the benefits of using or having traditional media as a tool there are also some disadvantages that we should be aware of.

One of the main unavoidable negative point is limitations in interaction, in traditional media there is only few possibilities to interact with the public. Young people are more likely to be passive consumers not everyone but some , which could limit their engagement and ability to participate actively in content creation and discussion. Traditional media occasionally give more attention to sensational stories rather than informational and balanced reporting. This can lead to altered perceptions of reality and leads to the formation of fear and anxiety among young people. Limited timeliness, traditional media outlets especially newspaper and magazine have a longer production process for example if something happens at the moment one has to wait a day to read or to know about that event in the newspaper at the

same time through social media we will get to know the news immediately as fast as possible within hours or just minutes.

On the other hand social media is also mixed with both negative and positive effects or points too. Too much spending time in social media leads to addiction which can even led to various health problems like sleeping disorder , eye problems etc. As we can say it is the young adults are the ones who are prominent if we take the case of using social media rather than people over 30's or 40's. the improvisation of technology and the access to internet paved the way for it students are able to know or do anything from anywhere without difficulties such as accessing information and for other entertainment purposes . the impact of social media on youngsters learning particularly those aged between 18-25 is quite a complex and multifaceted topic. at the same time social media can offer various opportunities for learning and connection it also arrives with potential setbacks

These are some of them , both positive and negative

The first and foremost benefit would be information access these platforms can be valuable sources of information, connecting students to educational content news and other resources while the abundance of information can also lead to information overload and distraction among students/ people often resulting for a challenge to focus on academic tasks . social media world opens space for students to share knowledge, discuss coursework and seek help. it can foster online learning communities . on the flip side excessive use can lead to procrastination and time wasting , and also negatively impacting performance . mental health is the other main point in social media interacting with other people and ones special ones will create a sense of belonging and support which it also has a dark side exposure to toxic

standards which effect your entire way of living ,cyberbullying and comparing people because of their body race etc. negatively affect mental health that will be visible in academic performance .

In short traditional media and social media have significant impacts on others. Social media facilitates instant communication and information sharing contributing to shaping opinions and behaviours in people. It can foster connection however also opens up the way for misinformation and mental health. While in traditional media more regulated but manage to still influence people's opinion and discourse most often through curated content and editorial decisions. Both forms of media play prominent roles in shaping societal norms, beliefs, and values

Chapter :2

A Travel Through the Brief History of Social Media, Its Features and Origin

The history of social media can be retraced from the early days of computer networking and also by the ability to enhance information from the development of internet. The term 'social media' itself is relatively recent. The concept of online interaction and community building has roots in numerous cultural shifts and technological advancements.

Social media is a world where people can interact with others and earn a livelihood through exposing their abilities and talents by means of achieving fame.

So who invented social media? the question for this answer that received through the research is Andrew Weinreich renowned as an American businessman. Who was born in Westchester county, New York. He is the one who created the first true social media site named SIX Degrees that was launched in 1997. its features would include characters such as, members are provided the opportunity to create profiles for themselves, and they are able to maintain list of their friends and with the facility to contact each other through the site's private messaging system.

Let's dive into a brief overview of the history of social media. The pre internet era. The time before where the internet was being vastly used in the area of academic environment. It was defined as prior to 1994. January 1st 1983 is officially considered as the birthday of internet. This era refers to the period of time before internet was being widely used by people. The period spanned several decades, from the mid-20th CE until the 1990's when the internet started to

commercially accessible to the general public. The internet was created using a system of interconnected networks, called ARPANET. This system was developed in the late 1960's by the United States Department of Defense with the aim of connecting computers across the country. The ARPANET's technology and deployment laid the basic foundation for the development of the Internet.

Emergence of internet, The internet was invented firstly for military purposes and then later expanded for the purpose of communication between scientists. The invention led to the increasing need of computers in the 1960's. As we already mentioned in the pre-internet era, the official establishment of the internet is considered on January 1, 1983. Before this, networks did not have a standard form to interact with one another. A new communication protocol was established called Transfer Control Protocol/Internet Protocol (TCP/IP).

The first generation social media, Six Degrees, that was launched in 1997, is often regarded as the first recognizable social media platform. It allowed users to create profiles and connect with friends.

Another example would be Myspace; it is a social media platform that was well famous as a social network from 2005 – 2008. It is a platform which allows people to create web profiles/pages featuring photographs and expressing their interests ultimately to communicate with other people's profiles. Friendster is another one app that was launched in 2002. From the information it was actually going to be a dating app. Like wise other apps, one can form their own profiles. Friendster gave permission to users to play online games, send messages, share images/videos and write comments.

The emergence of social media can be traced back to the early 2000's in which platforms like Myspace and Friendster gave a slight glimpse of opportunities that awaited. Facebook founded by Mark Zuckerberg in 2004 along with Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, rapidly grew to become the first mostly recognizable platform around the world. It allowed people to create profiles and connect with people. This network initially targeted college students later focused to a larger audience. There were different other platforms each offering specific features and catering to different users as per their needs like Other platforms like Twitter (2006) and LinkedIn (2003).

Expansion and diversification of social media With the occurrence of Facebook it can be marked as a time where social media started to expand. Social media platforms like Friendster and Myspace attained widespread popularity in the early 2000's followed by Facebook, YouTube, and Twitter. The 2010 saw proliferation of social media platforms catering to the existing demands, interests, demographics. Platforms like Instagram (2010) Snapchat (2011) and Pinterest (2010) gained recognition among people offering new ways for users to share visual content and providing them other entertaining features. YouTube (2005) a free video sharing website that includes characteristics such as one can watch free online videos and share it with others also became a significant social media platform, fostering a community of content creators and viewers.

Mobile and visual-centric era With the exposure of smartphones along with internet, it led to the transformation of social media usage among public making it more easy, accessible, and pervasive for them. Instagram, Snapchat and TikTok (2016) became increasingly prevalent in the area of visual content, especially images and short videos.

Current trends and challenges in Social media. Social media continues to evolve with emerging trends such as live streaming, influencer marketing, and the integration of augmented reality (AR) and virtual reality (VR). On the other side it also faces challenges like privacy concerns, giving false information to people and its effects on the mental health of people. The use of AI to streamline workflows remains one of the current social media trends that will stretch into this year—and beyond. According to The 2023 Social Index™, over 80% of marketers have already seen the positive impact of AI on their work.

The social media has evolved significantly since its inception and continues to shape the way we communicate, connect, and interact in the digital age. This brief look back into the history of social media provides a glimpse into the complex and multifaceted history of social media.

The origin of social media started from the early days of internet deriving from online communities and communication platforms in the late 20th century. Six Degrees, launched in 1997, is often considered the first recognizable social media platform, followed by Friendster in 2002 and MySpace in 2003. Facebook that was launched in 2004 revolutionized social networking introduced features like profile developing, news feeds and photo sharing followed by YouTube, Instagram, twitter, snapchat, enriched the social media landscape that shape in the way people communicate, share content, connect or interact with people in online. Social media initially began in the early 1990's with the invention of platforms like GeoCities, Classmates.com, and SixDegrees.com. Six Degrees was the first unique online service platform which is created in a way that made people to connect and engage with others with their real names. Instant messaging and chat clients also existed during that time.

Some of the key milestones in the development of social media

Six Degrees : this was initially supposed to be a social network service website , launched in 1997. The site allowed users to create a profile and to find their interests and to share their interest with other people along with interacting one another. This media platform was shut down in December 30 2000 and then it was brought back after a few years later.

My Space : My Space is a vintage social media platform that came into existence in 2003 that was developed on focusing giving ability to the users to create a profile engage with others using commenting system. It was once the most popular social media website in the US from 2005-2008. My space's fame declined with the rise of the popularity of Face Book.

You tube: you tube is a social media platform in which individuals can watch videos freely if they have internet connection . it also let the users to comment , share, like videos. One can create their own channels, upload videos for which people can engage with their video content. You tube was launched in 2005. It is owned by google.

Twitter: twitter is mostly used to receive latest updates it also allows people to communicate with others, brand promotions etc twitter introduced microblogging . people can share messages in this platform as small tweets there is a certain limit to the characters that we can include in one tweet. Twitter gained popularity because of its real time communication and ended as a significant platform for social interaction with whoever one want to keep in touch with and news updates.

Instagram: Instagram is one of the famous social media platform which was established in October 6th 2010. It gained popularity with one million registered users in one month. This app allows anyone to create profiles share their content with people, this app is also used for promotion of brands, different types of material and items. Instagram mainly focuses on sharing photo and video content. It also enable users to apply different filters to their photos. The reason that people gained more interested in this app might be its visually appealing content and this platform is currently owned by META which is believed to be owned by Mark Zuckerberg who is the founder of Facebook.

Snapchat: launched in 16th September 2011 is a social media platform It popularized ephemeral content and pioneered features such as augmented reality filters. Snapchat also allows people to share videos. In total it is a fun app.

Present social media performs a prominent role in communication. Entertainment, and Information dissemination across the world. The above platforms led the major foundation for the modern era of social media which is still evolving with new technologies and trends. Example would be OTT platforms where people can watch movies and other shows with the comfort of their homes.

Among this we can say that Instagram and you tube are still used by people in a broader sense. Because of its distinct features and characters that it brings, as an entertainment along with informational content. And the number of people using this app is still higher that is the reason for the existence of this app. the research in related to social media and the two application that has been choose for this purpose is Instagram and you tube. The project statement focuses on how social media contributes to the daily life of youngsters in their educational area. The

reason for choosing this two application as well as the topic is because technology has become a part in everyone's life' especially the students if they want to know more about certain subjects outside the text or to conduct any kind of programs as part of their course they use social media without any exception whether it is google or any other application.

Chapter :3

Deeper Into The Issue Discussed in Chapter 2

Because of the use of social media students are able to understand subjects easily. Especially when they get into colleges they will be more dependent on social media in which they can find additional materials related to their course subjects and for other various needs too. As already mentioned in chapter two the main concern of this research project is among the youngster whose age is between 18 and 22 . Which indicates college students, everyone is aware that college is different from school the experiences that we receive from both the institutions are different . in school we will get notes for every subjects but when we reach in college this will change eventually it is our responsibility to find notes or materials for external knowledge of course teachers will provide notes and take classes accordingly but to a certain limit. Additional responsibilities are also added students may have to develop presentations and work in different application as their course demands. so the use of social media in related to various matters is unavoidable among them . .This thesis is conducting to know how social media considering the two apps you tube and Instagram helps them in their daily studies and how it effects them in negative ways due to its extreme use. You tube is a social media platform where people can create their own channels and posting contents for entertainment as well as regarding information and enlightening others with their wisdom and talent . which is both good for the creators along with audience . in you tube one of the main benefit is that it contains explanation along with audio which is extremely helpful for students to grasp the matter . you tube have the ability to provide long video segments. Even if a student was not able to attend college for some days due to his/her certain reason they will be able to

understand the concept through a video. When a YouTube video plays we can always skip forward and backward if we want to. Not only students teachers also prefer social media and show videos for the better understanding of concepts. Moving on to Instagram, Instagram is basically an entertainment app where people can share photos and videos by adding filters to make it look more attractive. It also provides informational content however compared to YouTube the content in Instagram is comparatively low. Instagram provides information primarily through images and videos shared by users through their profiles through Instagram stories they are also given the ability to post textual information accompanying their posts. Moreover Instagram offers features such as hashtags, location tags, and tagging other users, which help in organizing and categorizing content for easier discovery. Instagram is also an application where students promote their programs by creating their own profile to gain the attention of others and to reach out to them. They can also follow other people which gives additional benefit to their studies.

In summary, while both Instagram and YouTube provide information, they do so in different formats and with different emphasis on content length, discoverability, engagement, and community-building. Instagram focuses more on visual, short-form content with immediate engagement, while YouTube is centered around longer-form video content with a focus on search ability, community, and monetization opportunities for creators.

Chapter: 4

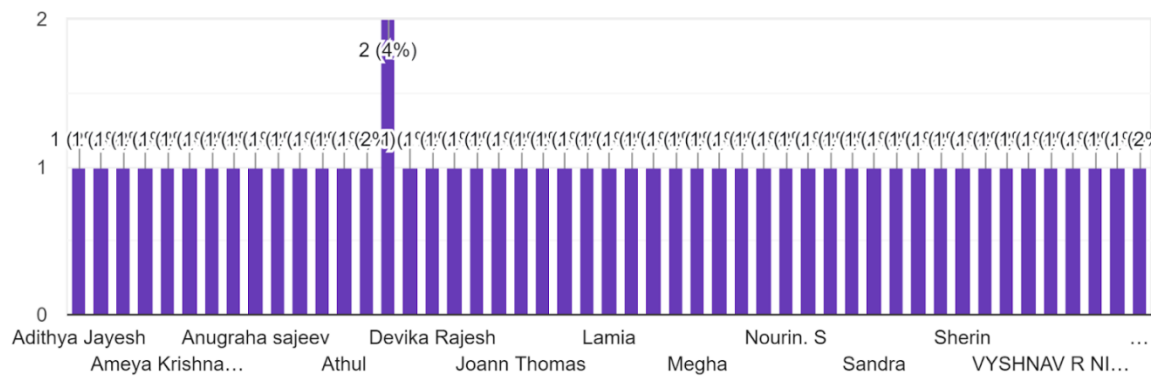
Survey of Social Media Among College Students

This chapter will contain the information from the survey that I received through google form.

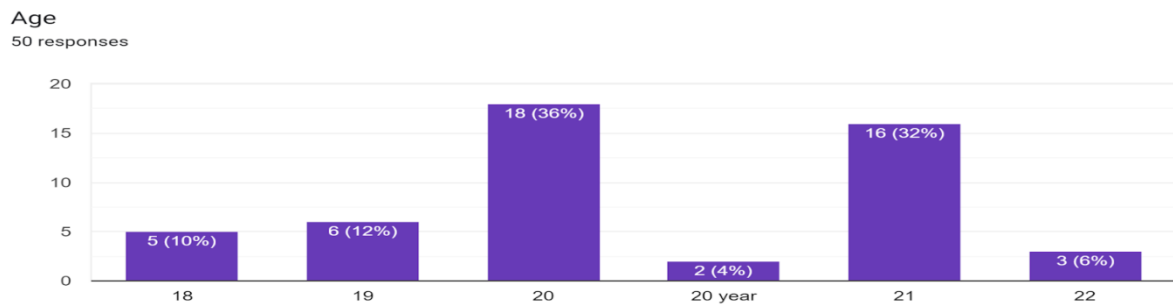
The survey is based on the topic of my dissertation on how social media influence youngsters from the age group of 18-22 in their educational process. There are 11 questions excluding the name and age . total responses is from 50 students .

Name

50 responses



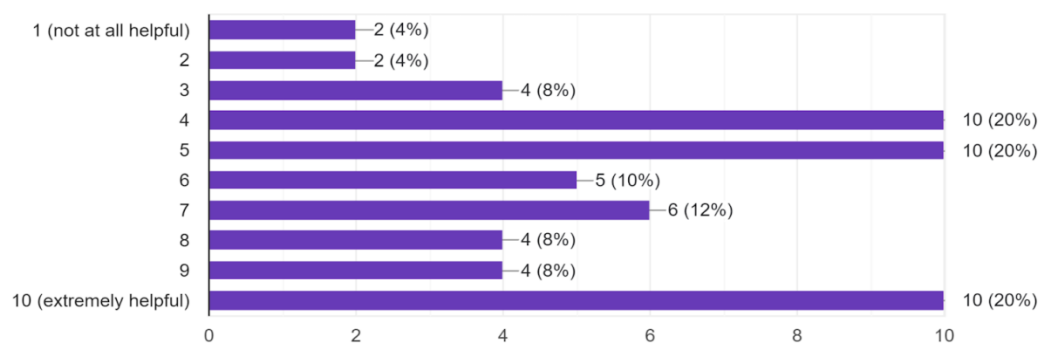
This diagram shows the name of students responded to the survey



This bar diagram represent the age category of the students.

On a scale of 1 to 10, how much does social media help you with your education?

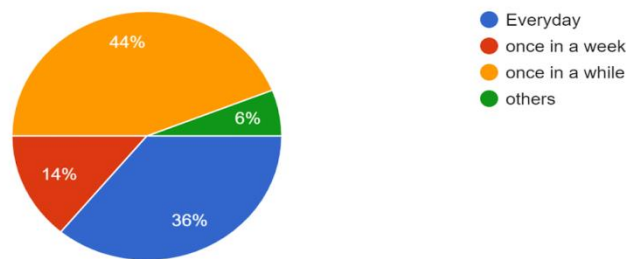
50 responses



Social media is a thing that we cannot avoid using in this age whether for both good and bad. One day in our life without social media is not even possible. As for the students they are in social media or in the world of internet almost every time. Be it for studies or for any entertainment purposes. This scale shows the responses of fifty students for the question 'how social media help them in the area of education.

How often do you use Instagram or YouTube for your learning course ?

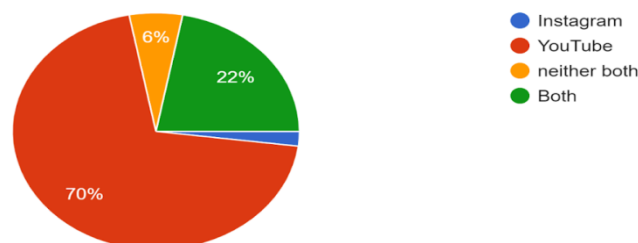
50 responses



When addressing social media, it comes with different online applications and platforms. Instagram and YouTube are examples for it. Both apps provide space for people according to their features. YouTube and Instagram contribute to education as well. Students can get any of information as per their concern.

Which social media app out of Instagram and YouTube is more convenient and useful in terms of your learning process ?

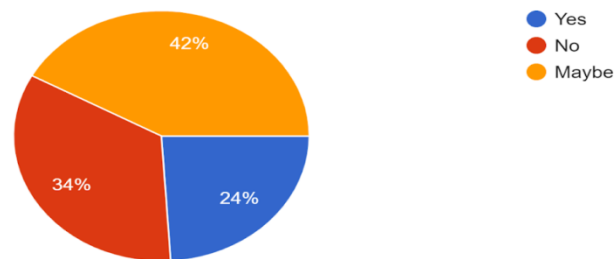
50 responses



This diagram shows YouTube is more convenient. YouTube provides different sources and lengthy videos where students are able to choose according to their comfort. Instagram is mostly used for entertainment purposes even though it has educational content.

Do you find it challenging to balance social media platforms for both educational and non educational purposes ?

50 responses



social media has benefits as well as a negative side. Sometimes one may find it difficult to manage or balance it for educational and non-educational content. Online media platforms can be a distraction as well if we use it frequently without any time limit and ends up in a situation where they completely went out of control

How has social media impacted your ability to connect with peers for collaborative educational activities?

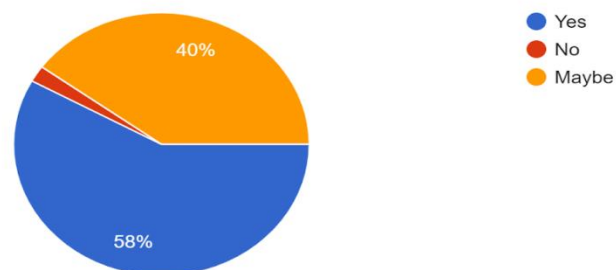
It helped them to come out their shell and be more interactive and social . connect with peers from the comfort of your homes. By sharing the material related to studying and also it will help to gather people and plan to study accordingly. This is one of the response which says ‘Ever since the advancement of social media, it had created a lasting impact upon every student's life. Likewise, social media has in a way enhanced my ability to connect with peer group by finding relatable things to talk about (if on Instagram example reels, posts etc.) (if on WhatsApp, by texting and sharing posters, flyers etc relevant to a particular programme) . Thus, executing collaborative educational activities has been much easier and efficient ever since social media has become advanced. This are the basic reasons they state for this particular question

What types of educational content do you typically engage with on YouTube or Instagram ?

English and literature contents, current affairs, contents regarding their educational course example bcom. This application also help to enhance their language. This applications provides them a wider knowledge for the students by explaining the concept thoroughly.

Do you feel that social media platforms enhance your understanding of academic subjects?

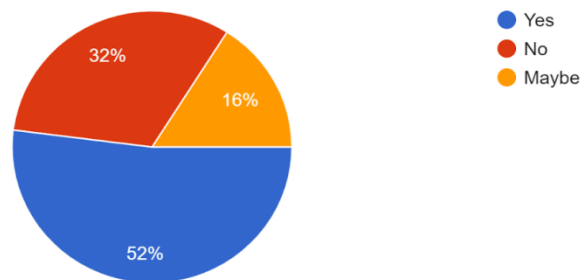
50 responses



Social media is a great help in the area of learning. It helps them to enhance their understanding on academic subjects if it is in the form of video or audio

Have you ever faced distractions or negative experience on your academic performance due to social media use?

50 responses



As already said in one of the previous question, social media also can be a distraction. It also brings negative experience such as fake news, misinformation. Wasting excessive time to watch non informational content etc

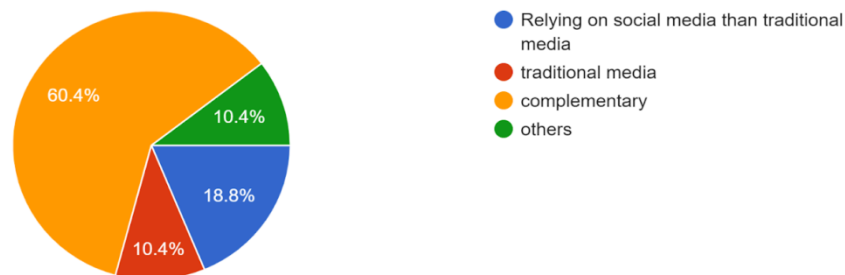
Give some Negative and positive impacts ?

Beginning with negative side, the most important point is providing fake or misleading information. Too much screen time leads to addiction and results in various health problems. Different information of same incident from different sites. While positive includes, there are various content creators who create videos for educational purpose. It helps to know everything happening around the world within seconds. Connection among people social media is an excellent way to connect with peers, family members etc.

Cyberbullying is a significant negative consequence, affecting individuals, especially young people. Striking a balance between the positive and negative aspects of social media requires conscious and responsible use, recognizing its potential while mitigating its adverse effect

Would you prefer Traditional educational resources over social media for your studies, or do you see them as complementary?

48 responses



Traditional media and social media comes with their own benefits. Both of them are beneficiary. It all depends upon the situation. If one needs to get an information at the moment social media gives the information in an instant. Newspapers and other texts that are established or created under higher authority can be a very important tool

Pertaining to your Answer why did you choose it ?

Choosing traditional educational resources over social media for studies is often a decision rooted in the desire for credibility, depth, and structured learning. Traditional resources, such as textbooks and academic journals, are meticulously curated, peer-reviewed, and published by authoritative institutions, ensuring a high level of accuracy and reliability. These materials provide a depth of content and follow a structured approach, aligning with established curricula and offering a systematic learning experience. The academic rigor and in-depth analysis found in traditional resources contribute to a thorough understanding of subjects. Moreover, in formal education settings, instructors often designate official course material from traditional sources. While social media can offer diverse perspectives and real-world applications, its content is typically more concise and may lack the depth and structure required for comprehensive academic study. Striking a balance between traditional resources

and social media allows for a well-rounded and effective approach to learning, leveraging the strengths of both to enhance the educational experience.

Chapter: 5

Conclusion

This is the conclusion of this dissertation. so beginning with the topic which is how social media effect students in the age group from 18-22 focusing primarily on two main applications Instagram and you Tube . starting from the introduction , the introduction was a brief summary of how the remaining chapters will be written and it also contained some further details about how social media leading our world and some of it's positive and negative aspects. Moving to chapter 1 , chapter one topic was how traditional media and social media plays part in young people's life in general here we discussed much more in depth how social media and traditional media contributes to their educational course and also the importance of traditional media and social media. chapter 2 contained the history of social media, from the beginning how social media come to alive, first social media websites to the applications that made until now. The chapter's main heading was A travel through history of social media it's features and origin. This chapter also portrayed the feature and origin of social media . chapter 3 is the continuation of chapter 2 diving more into the topic. Chapter 4 was the primary chapter which is most important to this dissertation . A survey based on the topic of dissertation. The media which is used to conduct the survey is google. The survey had total 12 questions which included questions related to social media as a wider concept and some of them relating to you tube and Instagram. The overall responses was 50 individuals who are at the age group between and in 18-22. The survey mainly focused how social media is helpful to them and its negative and positive sides they have experienced. along with questions related to Instagram and you tube how both this application promote their studies and which app out of both these was more useful with the

survey we were able to know the negative and positive they have faced. 70% of them prefers you tube for learning rather than Instagram. 36% of them uses social media every day. 24% of them find challenging to balance social media platforms for educational and non-educational purpose. 54% finds that Information obtained from social media is reliable for educational content and general purpose. To conclude social media is massively helpful to the students but it comes with complications and one might even need to face severe problems. it all depends how an individual use it. This survey can be used as a proof.

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