



IMPACT OF SOCIAL MEDIA ON YOUTH SKILL DEVELOPMENT

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Abstract:

In the era of technology youth entering in college were born with technology and has used technology as a part of everyday life. Now students use communication technologies, like social media to interact peer-to-peer communication. when students take part in extracurricular activities, they use social media to enhance their performance. The present study aims to identify the impact of social media websites on the Youth with respect to the level of skill development with its aspects (skills of communication and dealing with others, decision making and problems solving, personal skills, technological skills etc.). Further, the study aims to reveal the differences in use of social media websites by the youth and its impact on their skill development.

Keywords: Social media, youth, Skill Development

INTRODUCTION:

India is one of the fastest growing countries in the world, blessed with huge percentage of youth of population But, most of youth of India are not fully skilled as per the requirements of the industry and this is major barrier. Skills and knowledge are the key factors in order to overcome such barriers and helping India to get on road of endless growth. For this skill development is a need as it not only helps in youth of the country to acquire necessary skills but also helps in economic development of a country.

Social media has become a daily habit in most peoples in daily lives. People of all ages participate in social media to share problems and their views through social media. Users can communicate with one another and share information, thoughts, opinions, images, and videos through Internet-based programmes known as social media. In order to search content, share content with other users of that social media platform, and converse with other users of that social media platform, an individual must first sign up for an account and then sign in to that account. Facebook, Twitter, WhatsApp, Snap Chat, Telegram, and LinkedIn are just a few of frequently used social networking platforms today and others include Snap chat etc.

Users in India between the ages of 18 and 24 make up the majority of Facebook and Instagram users in the country. In India, adolescents and teenagers between the ages of 13 and 19 make up 31 percent of the overall number of people who use social media (Statista, 2021).

OBJECTIVES OF THE STUDY

1. To study the concept of social media and skill development
2. To analyse the impact of social media on youth.

NEED AND SIGNIFICANCE OF THE STUDY :

Social media like Facebook, Twitter, YouTube and LinkedIn can be used in different forms and structures. Keeping in mind the skill development efforts in the country and the fact that so much is initiatives on the skill front, social media can be used as a platform to forward updates, provide little bits of information about the process of training, various information of placement and any other information worth sharing.

This study could help the youth for a fact that social media could be a benefit on skills development. It may come up with a understanding in doing the study and it also gives lessons or the knowledge that we can obtain. Social media wouldn't be a problem at all if it should only be used appropriately since it refers to the means of exchanges of information among people in which they create, share, and ideas all over the world. The study focuses to measure the impacts of social media on youth skill development.

METHODOLOGY:

The present study is descriptive in nature. Primary data as well as secondary data are used to collect the information. Primary data collected through 130 students by preparing a questionnaire using 'Google form'. Secondary data collected through available resources like journals, websites and articles.

REVIEW OF LITERATURE:

John. J (2009) The study emphasizes more on soft skills in the professional life and soft skills can be enhanced if the management college consistently imparts the adequately framed and standardized soft skills training sessions to the students when they are gaining management education.

Goswami. R (2013) The paper gives information on the grooming of soft skills of Information technology students. It has been showed that during their course of studies importance is given on developing the hard skills as their curriculum is specifically designed to make them technically very sound but they lack in soft skills. This gap is clearly noticeable during the occasions of interviews, presentations and public speaking.

Subramanian.K.R. (2017) In his research explores the impact of social media on various facets of modern life and which has profound influence in interpersonal communication. With the busy lifestyle of individuals people are finding less time in their fast paced lifestyle.

Lalitha V (2019) in her article on "Skill Training for Rural Youth under DDUGKY: A Case Study of NAC in Telangana" found that the skill training was useful for the youth in getting jobs which in turn helped them to lead better livelihood. She revealed that the youth are happy after joining the training since they got placed with a moderate salary which enabled them to reduce their parents' debt burden and also their savings were used for constructing



toilet for their families and also to fix motors to their houses since their family members are facing water scarcity problem.

DATA ANALYSIS:

1. Total 130 Questionnaire are collected out of it 60 (45.15 %) respondents spent 1 to 2 hours' time on social media.
2. 62.2% Respondents use You Tube, 62.3% use Instagram, 15.4% use Snapchat and only 3 to 4% use Facebook, LinkedIn and Twitter.
3. 73.8% resonant said they use social media for skill development and 51.5% for entertainment
4. 91 (70%) Respondent use frequently and 31 (23.8%) Sometimes use social media for skill development
5. 94.5% learned a new skill through social media (eg. cooking, photography, coding, public speaking etc.)
6. 50% Respondent think social media distracts them from focusing on important tasks or skill-building activities
7. 62.3% Respondent experienced a decline in academic or professional performance due to excessive use of social media
8. 107 (82.3%) Respondent think social media has a positive as well as negative impact on youth overall skill development.
9. Data shows that 91 i.e. 70% respondent believes that set time limit for social media use is beneficial for skill development.
10. 69.2% respondent choose option to improve online courses and tutorials on social media platforms that train youth in various skills.
11. 91% respondent think social media need to provide more privacy settings that give youth the opportunity to control their data.

CONCLUSION:

1. A primary conclusion drawn from the research is that the duration of time spent on social media significantly influences on youth skill development.
2. Social media platforms could be useful for effective delivery of technology and vocational education and training.
3. Social media helps youth to interact together on different skills acquisition and enhance skills.
4. To Create the positive impact of social media on skill development while summarising its negative effects, educators, students, and institutions must aware about digital literacy, online safety.
5. social media provides the opportunity for youth to learn at a speedy environment, which is more relatable to a dynamic society

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