

Effects of social media trends on adolescent behavior patterns

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Abstract

The research was designed to explore the impact of social media trends on the behaviour of young people in Lagos State. The study used an old factorial design. Simple and purposeful random sampling is used to select the sample. Both in-school and out-of-school youth were used for the study with a total population of 1,660 and a sample of 310 young people selected and used for the study. Three research hypotheses were put forward and tested. Pearson r, t-test, chi-square and ANOVA tools were used for statistical analysis. The results show that there is a positive correlation between social media trends and behavioral patterns. Feedback from these friends will be better to enhance their self-image and improve group behavior.

Keywords- *Social Media, Youths, Social Media, Trends.*

Introduction.

Social media is the integration of digital media, including a combination of electronic text, graphics, video, and sound, in a structured and computerized environment that allows users to manipulate data for appropriate purposes. Digital environments include the Internet, telecommunications, and interactive digital television. The Web is now part of the entire business of communications, sales, and services. It changes business practices. Its technical limitations affect the amount of material and the speed of access to the material. Networks rely primarily on telephone line connectivity, so better locations mean more reliable service. The limitations inherent in transmitting large amounts of digital information over telephone lines have affected the types and quality of media that can be effectively used, and the kinds of interactions that are possible through the Web. There are ways to improve performance by improving the technical constraints that depend on the available infrastructure, known as broadband, that can deliver more data faster and more reliably. The link between social networks and their impact on behavior change in young people is clear. This allows your message to reach audiences and target groups in real time, creating change and trends. Younger generations today are growing up well connected to different types of social networks. Easy access to digital culture we live in a digital world where only adults are naturalized citizens. Tapscott (1998) talks about growing up in a digital environment, calling young people the 'Network Generation'. Children meet in hybrid virtual spaces, learn in innovative ways, create new languages, and apply multicultural values (Tappscott, 1998). The main characteristics of the N-Gen culture are independence, emotional and intellectual openness, inclusivity, freedom of expression and strong points of view, innovation and maturity, joy in research, immediacy and sensitivity to people's interests, business, credibility and trust. (Tapscott, 1998, S. 62-69).

Problem of Statement

Livingstone (2008) believes that online domains will be met with enthusiasm because online domains represent their space. It's a place where you can see your peer group, not your adult guard, and the opportunity to get the job done in an exciting but relatively safe manner. Psychosocial adolescence constructs, experiments, and presents projects of introspection within social contexts, bypassing, for some, communication norms and other risky behaviors. Technology Social networks generated by are valuable tools, but today's youth abuse them. His two main means that young people use to access social networks are mobile phones and the Internet, which has greatly changed the way young people live given the current visibility

The accessibility young people can gain through these media; this study determines the influence young people have on the media. Issues that should emerge from this research include exposure to questionable materials, prejudice of young people online, exposure to unnecessary marketing and online advertising, exposure to risky online behavior, and identity theft problems, the emerging digital gap, and the parent generation gap. and young people. According to Ritel, Matt wrote an article in his *The New York Times* titled "Wire More and More Digital Interfering Wires." Nov 21, 2010 Rather than alleviate depression, loneliness, social isolation, user withdrawal, etc., it wastes time, builds superficial and toxic relationships, and possibly causes them.

The purpose of the study

The purpose of this study is to examine the impact of social media trends on adolescent behavioural patterns using Lagos State as a case study. Specifically, this study seeks to:

1. Determine how Lagos youth use social media trends in their daily lives.
2. To determine whether young people in Lagos state prefer social media as a means of communication over traditional methods.
3. Investigate the impact of social media on behavioural change among young people.

Importance of the study

It is hoped that the results of this study will fill in the gaps in the lack of sufficient information on the impact of social networking on youth and behavioral change. The results of this study may also help decision makers in different areas of government. For example, education program developers are notified when they develop programs for the education sector. Ministry of Health helps doctors. Especially those responsible for providing advice Young people need to know which tools to use to communicate effectively with young people. The results of these studies may influence the academic work of other researchers interested in knowledge in this area and initiate appropriate mitigation measures.

Definition of Basic terminologies**Social media:**

Websites and applications that enable users to create and share content or to participate in social networking.

Behavioural change:

Behavior change (public health), a broad range of activities and approaches which focus on the individual, community, and environmental influences on behavior.

social media influencer:

A Social Media Influencer is a user on social media who has established credibility in a specific industry

1. Overview of the study.

This study aimed to determine the impact of social media trends on the behavioural patterns of young people in Lagos State. To achieve this, the study was divided into chapters. Chapter dealt with the background of the study and presented the arguments that justified this study. Goals, research questions and hypotheses were put forward. Research-based assumptions, and ranges and boundaries were presented. Next up was a review of relevant studies, and I had access to a lot of material. independent variable. Social media and other dependent variables. Self-image, collective behavior and school performance, adolescence and adolescent developmental tasks were precisely defined and reviewed. Social identity theory, Bandura's social learning theory, and signaling theory were used to provide a theoretical foundation for the study. Several empirical studies were also reviewed. The next chapter presents the methodology used to conduct this research. Using a post hoc design and a simple targeted random sample, 310 samples were drawn for the study. The table of Krejcie and Morgan was used to determine the sample size. Four schools were specifically selected for the study. Data were collected on two different instruments. Social media use, social media self-image and group behavior surveys, English and math test. The reaming chapter presents results and discussion. Collected data is statistically analyzed and results are presented in tabular form. Descriptive frequency statistics were used to analyze respondent demographics, such as age, gender, and time per day to respond to social media items, using chi-square, t-test, Pearson's r, and ANOVA. We analyzed the six null hypotheses indicated. in this study. A summary and discussion of the results were presented.

2. Recommendations

The following recommendations were made in relation to the results obtained in this study.

1. Students should be aware of the time spent on social media sites to spend more time on class activities and homework. Teachers should encourage students to spend meaningful time on social media sites and make friends that will boost their self-image. These friend comments are good for boosting self-image and adjusting to social activities.
2. School authorities should encourage students to make judicious use of the computer labs available at school for educational purposes. Parents should encourage and monitor student use of educational social media sites that help students maximize educational outcomes and protect against harmful influences.
3. Policies regarding students' access to social media are such as to encourage educational and useful information rather than uncontrolled access to the Internet that may harm students' social and intellectual development must.

3. Conclusion

This study showed that social media use affects self-image. It was observed that the more students who participated in social media, the stronger their self-image. Also, the use of social media has increased student group activities, and the more time students spend on them, the more they participate in them. However, social media use did not affect academic performance in less passive users. In addition, positive self-image feedback influenced students to participate more in group activities on social media. There are also age differences in social media usage. Also, male social media users used social media more than female students.

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