A REVIEW OF SOCIO-ECONOMIC PROFILE OF THE YOUTH

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Abstract

Social research takes place taking into account various parameters which effect the respondents view about something. In a research study various parameters of sample population are studied. These are studied to know about their social and economic status. This socio-economic profile of the respondent plays an important role in their preferences about different aspects of the social world. In other words socio-economic profile facilitates in deciding reasons behind respondent's responses in the research study. Socio-economic profile of the respondents includes parameters such as age, gender, caste, religion, educational qualification, occupation, income, and type of residence, type of family, and many more according to the research to be conducted.

Keywords: Social Research, Socio-Economic, Media

Introduction

This study examines every facet of social media and how it affects young people. In today's world, social media is rapidly changing and has permeated practically every element of human existence. As a result, social media users' daily lives are impacted, particularly those of young people. The primary attributes of youth are "appearance," freshness, enthusiasm, vigor, etc. Young people use social media for practically anything that affects their daily schedules, habits, thought processes, behavior, patterns of interaction, relationships, etc. The subjects of this study are college students. Therefore, a variety of socioeconomic factors, such as age, gender, caste, religion, family type, place of living, kind of student, monthly income, and educational background, are utilized to analyze the effects of social media on the youth population attending college. Every one of these socioeconomic factors is required for the research on how social media affects young people. These factors have affected the respondents' opinions or answers regarding social media. In this study, every socioeconomic profile parameter was carefully examined, and conclusions were drawn.

Some of these parameters are discussed as follows:-

1. **Age: -** Age of the respondent is a vital and predominant parameter in the research study. It is a biological aspect and plays an important role in a person's way of perceiving environment and life. Age of the respondent determines their level of maturity in terms of living their life.

2. **Gender:-** Gender is a sociological aspect which determines the nature of social behavior and gender roles according to his/her gender. It also includes many other gender types besides male and female gender which are all included in third gender.

3. **Residence or location:-** As another important parameter is type of residence or location. Location influences one's lifestyle, behaviour etc. It includes rural and urban areas, cities and towns and many other classifications according to the research.

4. **Educational qualification:-** Educational qualification influences one's intellect, level of awareness, behaviour and many other things.

   This parameter is very necessary for the respondent's preference about the society.

5. **Type of family:-** Type of family plays an important role in individual's social aspect. This parameter includes types of family such as nuclear family, joint family, patrilineal family, matrilineal family etc. these parameters are taken into account according to the type of research.

6. **Income:-** Income of the respondent plays an important role as income decides the lifestyle preferences of a person. Income as parameter of socio-economic profile can be assessed as monthly or annually income to the data needed.

7. **Religion or caste:-** People of different castes and religions have their own way of living their life. There is a significant difference in their customs and traditions, norms and values which influences their lifestyle preferences and hence becomes an important socioeconomic parameter in the research.

Table: -Course-wise distribution of the respondents

Course	No. of Respondents	Percentage
UG	82	41.0
PG	104	52.0
Other	14	7.0
Total	200	100.0
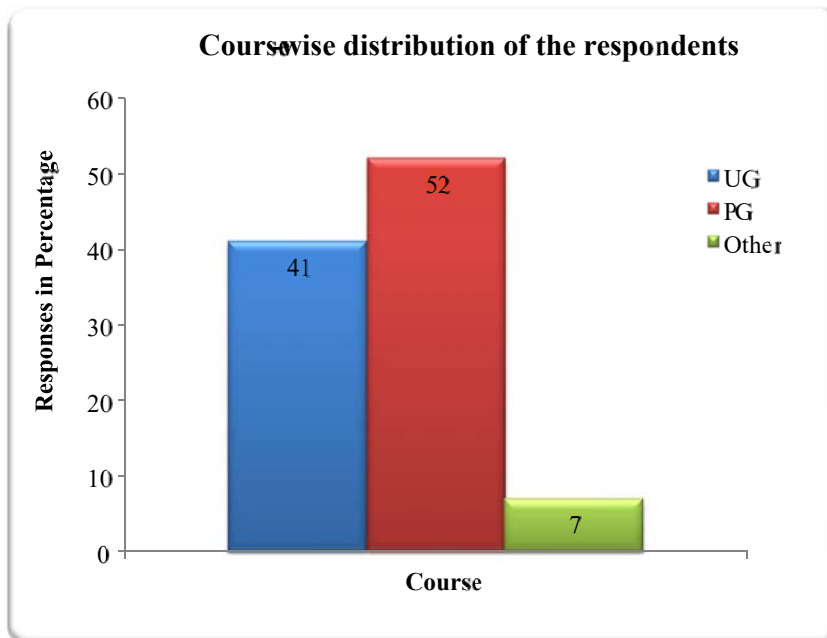
Above table shows that 41% of the respondents were in undergraduate courses, 52% of the respondents were in Post-graduate courses and 7% of the respondents were from other course. Here respondents of PG courses are more than UG and other courses because there are more PG courses offered by both the universities and that's why the strength of the students of PG courses is also more.

Table:-Age-wise distribution of the respondents

Age-Group	No. of respondents	Percentage
(18-23)	114	57.0
(24-29)	78	39.0
(Above 29)	8	4.0
Total	200	100.0
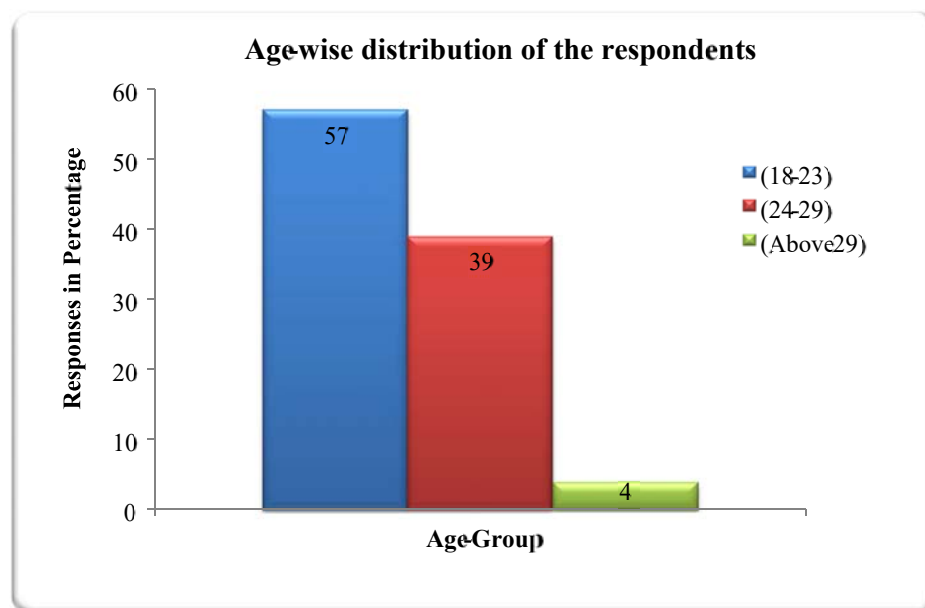
IMPACT OF SOCIAL MEDIA ON THE YOUTH

Table-5.1 Time spent by youth on social media everyday

Time Spent	No. of Respondent	Percentage
Less than 2 hours	28	14
2 to 4 hours	116	58
More than 4 hours	56	28
Total	200	100.0

Time spent by youth on social media everyday
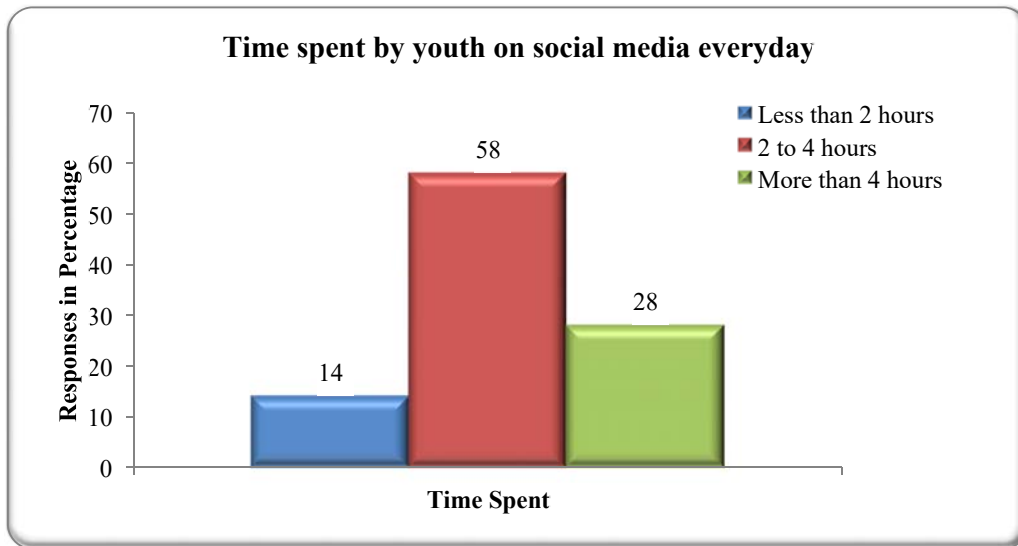
Above table shows that 14% of the respondents use social media less than 2 hours per day, 58% respondents use social media for 2 to 4 hours per day and 28% of the respondents use social media for more than 4 hours per day.

Table-5.2 Device used by the respondents for social media

Devices	No. of respondents	Percentage
Computer	2	1.0
Smart phone	174	87.0
Laptop	11	5.5
Tablet	13	6.5
Total	100	100.0
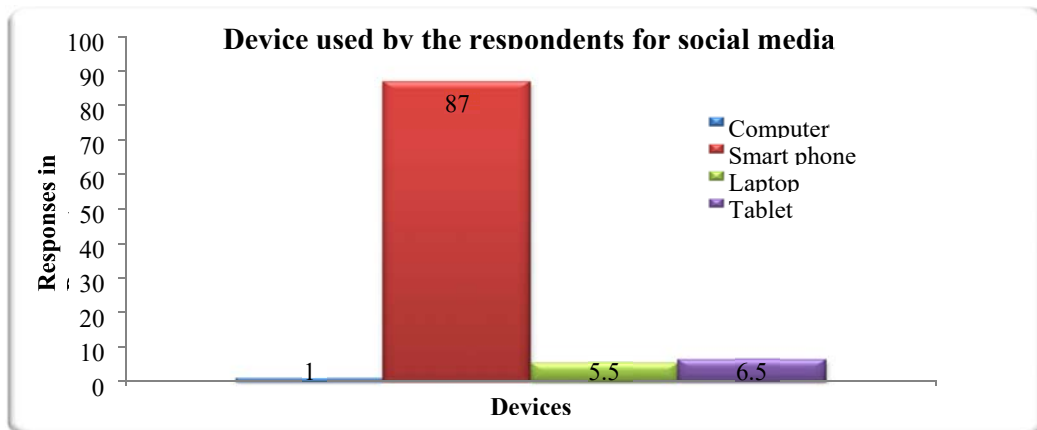
Above table shows that 1% of the respondents use computer for social media, 87% of the respondents use smart phone for social media, 5.5% of the respondents use laptop for social media and 6.5% of the respondents use tablet (tab) for social media. Besides offline calling, Smart phone is the device which is easy to carry, always remains

with its user, fulfill various other social media interaction purpose through online interaction tools which can be used anywhere anytime. That's why respondents prefer Smartphone than any other device for using social media.

CONCLUSION

According to the objectives the data was interpreted. First objective of the research was to know the socio-economic profile of the respondents in which various parameters were studied like course, age, gender, caste, religion, type of scholars, type of family and monthly income. Second objective of the research was to find out the pattern of use of social media by youth in which it was found that moderate users are more in number then heavy and low users, smartphones are used more than any other device and significant number of youth population uses social media while eating food, outing with friends, in the library and some respondents use social media also during class lectures. Third objective of the research was to study the interaction pattern of the youth through social media. It was found that majority of the youth prefer face to face interactions.

Today social media is an essence of life. All the people of the world are attached to this platform in one or the other way. We can access almost anything, interact with anyone anywhere and get information about any topic on social media. With this diverse usage of social media sometimes people are negatively influenced by social media in one or the other way. They sociopsychological well beings gets affected when they misuse or abuse social media. No doubt that social media is necessary tool for progress and ease of life but there should systematic, controlled and positive use of social media otherwise it becomes tool of destructions. Cyber rimes are one the negative and destructive effect of social media. Privacy concerns are there on social media which needs immediate focus. In the individual people specially the youth should use social media in a productive way and should never forget to feel and enjoy the real environment around. Proper schedule must be made of using social media and one should avoid social media access while studying, eating and when you are with family and friends. The enforcement of cyber laws must be strict. Social networking websites or applications must provide security about the privacy and data of the users. Social media as a public sphere is its very effective feature. People should put and discuss the problems on social media so that it can be solved quickly. Social media acts as an agent in the process of socialization and is a vital tool for the evolution of human race. The use of social media is beneficial for the progress of the human world if it is used in careful manner.

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