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## An Impact of Social Media – A Study with Reference to WhatsApp among Youth

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### Abstract

In the fast-moving world, we can see many changes in every second. Therefore life is getting difficult in each segment, but we live comfortably with a lot of innovation and technology. Both of things joint together and came out as Technovation which provides the new platform called social media. It includes facebook, twitter, linkedin, WhatsApp, Hike, Instagram etc. WhatsApp is one of the mobile applications which has become a part of youth life. Recently it is more popular among the youth, which is currently available in the various electronic gazettes such as Android mobile phones, tablets, I-phone, and computer. Today WhatsApp is a fantastic application used to connect ourselves to all types of peoples in the world. In our day-to-day life, WhatsApp occupies a significant part in many ways like sharing of information and ideas. But it creates some harmful effects among the life of youth. Hence the researcher attempted to study the impacts in youth life and how it reflects the society. The primary objectives of the papers are to find out the usage of WhatsApp among youth and understand the effects of WhatsApp on Youth. The research study has been conducted with the primary data collected from 100 respondents through structured questionnaire. Descriptive statistics have been applied for the analysis.

**Key words:** WhatsApp, Social media, Impact, Youth