

## **The Effect Social Media on Youth**

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The aim of this study is to provide an awareness level among our target group which is youth who are nowadays too much exposed to social media ,various networking sites and related findings which will help the youth to understand how they can efficiently use these networking sites. This study also shows how much this youth are affected by the use of social media . Some of the social media sites which has maximum traffic of youth are facebook, instagram, linked in ,twitter ,telegram etc. Due to excessive use of this social media ,youth have become insensitive in facing individuals . They avoid social gatherings with their relatives, guests ,schools ,colleges etc. and they remain too much preoccupied into their mobile phones which creates inability in them for prioritising what is important to them. Nowadays virtual world and invisible friends have taken over the real world and visible friends.

**Keywords:** *Facebook, Social Media, Youth*