

Media and Youth Audience – A Comprehensive Review

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ABSTRACT

Purpose: *Media is the plural version of medium, which in general refers to any channel of communication. An audience is defined in media studies as any group of individuals who consume media information, not just those who are in the same location at the same time. Today, media influence is so powerful that it may easily influence people both positively and negatively. We also live in a society that is heavily reliant on media for information and entertainment. The nation's future is determined by the caliber of its youth. Youth can make a significant contribution in every field. However, new research indicates that youth media creation has the potential to improve young people's relationships with the media in ways that benefit media institutions, youth themselves, and, eventually, our democracy. Hence it's very important to study the interrelationship between media and the youth audience.*

Methodology: *This review paper examines the relationship between the media and youth using secondary data from journal papers and scholarly research publications.*

Findings: *Research has shown that the media has an impact on the physical, mental, and emotional health of youth in both positive and negative ways. Studies show that the media has influenced young people's suicide inclinations. It has been discovered that the youth were enticed to attempt sex, smoking, alcohol, and other narcotics, and subsequently became addicted. According to research, the media has an impact on youth political and religious participation. According to the research, media has influenced the lifestyle of youth. The studies have revealed that media has increased cybercrime in youth. It has been discovered that the majority of young people accept media content without questioning its veracity.*

Originality/value: *This research explores the relationship between the media and the youth audience, which covers youth perception, media participation, and the influence of media on the youth.*

Paper type: *Review Paper*

Keywords: Media influence on youth, Youth perception, Youth participation, Youth media, ABCD Analysis.

1. INTRODUCTION :

Media is a communication channel or technology which is used to receive and transfer data or information to large groups of people [1-2]. The mass media communication industry includes print media, publishing media, news media, photography, film, broadcasting (radio and television), digital media, and advertising [3-4]. Media messages are considered commodities that must be packaged, promoted, and delivered to target perceptual audiences, some of which are artificially generated, while others are pre-existing due to social and cultural affinities with the media and message content. Audiences become consumers of media goods. The audience in media studies refers to a large group of anonymous people receiving media information commonly linked with media. All the media contents are developed keeping the audience in mind hence the audience is an essential facet in media studies [5]. The audience was always present in oral societies, but with the invention of the written words, the receivers and senders were liberated from the limits of time and location. The written words enabled

senders to communicate with recipients who were not even on the sender's horizon. The concept of audience has altered since the invention of printing, and later with photography, sound records, motion pictures, the radio and television, and now the Internet. The study of media audiences is a crucial topic. The audience's tastes and preferences are oscillating due to various reasons. Understanding the dynamics of the media audience and analyzing the audience, in general, is a challenging feat, thus identifying, attracting, and retaining the genuine audience has become a daunting problem [6]. Participation on digital platforms and social media has been an important aspect of many young people's engagement during the last decade. This was especially true in 2020 when the COVID-19 outbreak pushed many activities online. Social media not only has a massive reach but also allows many young people to create content that elevates their perspectives and voices. The scholarly literature on young people's relationships and interaction with various forms of media has revealed several disturbing patterns and difficulties over the last two decades [7-8].

More than half of the global population is under the age of 25 thus a nation's greatest asset and strength is its youth. Empowered youngsters can be the most powerful force driving a nation's progress and wealth. The nation's future is determined by the caliber of its youth. As a result, if we have to safeguard our country's future, we must first strengthen and empower its youth. Youth can make a significant contribution in every field. If resources are correctly employed, the country benefits and the same is true for youth. However, new research indicates that youth media creation has the potential to improve young people's relationships with the media in ways that benefit media institutions, youth themselves, and, eventually, our democracy. Hence it's very important to study the youth audience of media [9-10].

2. OBJECTIVES OF THE STUDY :

The objectives of the study are outlined below.

- (1) To assess the youth's perception of media information.
- (2) To examine the youth engagement and participation in media.
- (3) To explore the effects of media on youth.
- (4) To undertake ABCD listing based on the proposed review study.
- (5) To identify the research gaps for further study.

3. METHODOLOGY :

This review study explores the relationship between the media and youth by utilizing secondary data acquired from journal papers and scholarly research publications through the Google Scholar search engine.

4. RELATED RESEARCH WORKS :

This review paper is entirely based on secondary data obtained from published research works accessible on Google Scholar. These research contributions are examined and summarized in a descriptive and tabular format below.

4.1 Descriptive Focus:

(1) The author contends that the indirect impacts of mass media on the youth are significant but the immediate direct effects of mass media on the youth are unclear and study on this area has only just begun(Altheide,1979) [11].

(2) The study discusses the influence of media on youth and recommends viable ways for Catholic media for responding to the needs of youth, particularly in textbooks, periodicals, television, movies, and radio(Nunes, 1980) [12].

(3) Television is an amazing medium in which practically anything may be revealed or portrayed. Television is such a popular medium with all of this grandeur and renown at its disposal Nonetheless, the study reveals that despite its popularity, television is harmful to the emotional well-being of certain people, particularly youngsters in our communities(Brown, 1982) [13].

(4) The article states that right from early art to modern technological forms, all visual media convey images that speak to us through both formal codes and selection. The British Film Institute's education

adviser, David Lusted, does not consider the media as merely reflecting reality or as the author/manipulator of our point of view. Instead, he sees the media as a site of struggle, where images of childhood represent our idealized cultural, social, and national values, history, and power, and where negative images of the youth represent a threat to our dominant institutions, a threat that can sometimes be turned around and used to their advantage. This is a modified version of a keynote address given at the National Media Education Conference in Sydney (Lusted, 1984) [14].

(5) The authors attempt to address questions regarding the history of mass communication and its impact on children and youth in the USA. This research is a small part of their thesis on the history of public debate over the influence of media on children and youth (Wartella & Reeves, 1985) [15].

(6) This is an exploratory study on adolescent media use that was conducted in the German-speaking countries of Europe in the 1980s. It provides an overview of the history and current condition of youth-oriented media research, outlining the theoretical views, study strategies, and methods. It also outlines some of the most relevant study results about the evolving electronic media environment and its implications for quantitative and qualitative elements of teenage media use (Luke, 1991) [16].

(7) The researchers have studied the empirical and theoretical relationships between media violence and aggression among youth and have offered policy proposals addressing the role of the media in preventing and reducing teenage violence (Donnerstein, et al., 1994) [17].

(8) The study focuses on the change in the type of music because Musicologists, music educators, communication scholars, sociologists, and others are increasingly interested in young people's new spontaneous musical activities, their distinctive habits of music consumption, and the impact of mass media (Bontinck, 1994) [18].

(9) The authors have studied the impact of the media, particularly television, on the development, maintenance, and facilitation of aggression and violence in children and adolescents is investigated. Policy implications and recommendations for reducing young people's exposure to violence on television are discussed in this paper (Donnerstein & Slaby, 1994) [19].

(10) The paper's underlying principle is that there is a contradiction between cultural discourse, which prioritizes print media, and cultural practices generated by a multifaceted media culture, of which print is only one component. This resistance manifests itself primarily as a generational conflict in cultural institutions of leisure, of which public libraries are important. The paper first examines a multimedia culture in two dimensions: innovation and integration, based on new quantitative and qualitative data on juvenile media use in Denmark. Together, these features contribute to materially and symbolically relocating libraries in the everyday lives of future generations. Second, the study focuses on how these relocations necessitate renewed engagement by librarians as well as professional reflection (Drotner, 1998) [20].

(11) A study of 130 secondary teachers was conducted to assess how they currently use mass media items in the classroom, such as newspapers, periodicals, videotapes, computers, and video camcorders. The study revealed that 85 percent reported observing teachers to use media resources in ways that were not educational. Furthermore, while 75% of teachers have heard the term "media literacy", few describe it according to the definition provided by specialists in the field. The majority of the non-educational usage of media resources revealed in the study is related to teachers' use of media texts as content delivery vehicles (Hobbs, 1999) [21].

(12) This study investigates how young girls' connections with mass media are influenced by peer group activities and social settings. The study included a five-month field observation of middle-school girls of various races and socioeconomic backgrounds. The data analysis revealed that gender identity was cemented in the peer context through reference to mediated standards of femininity and sexuality, however, these standards fluctuated depending on race and class. The conclusion is that the peer group

is critical: interventions such as media literacy efforts cannot be effective unless they are sensitive to peer group functioning around issues of race, class, and culture (Durham, 1999) [22].

(13) Advertising research primarily focuses on three types of effects: cognitive, affective, and behavioral. This article covers research on effect types and addresses the literature on various other factors of children's consumer behavior, such as age, gender, socioeconomic status, and parent-child communication. The essay concludes with information regarding European advertising regulations and ideas for future research into children's consumer behavior (Valkenburg, 2000) [23].

(14) This study describes youth media access and exposure in the United States, along with the social conditions in which media exposure happens. The study found that American kids spend more time than any other active activity, up to one-third of their day, on media. This necessitates increasing parental involvement and research into the repercussions of such prolonged exposure (Roberts, 2000) [24].

(15) Today's youth are living in a world unimaginable to prior generations. More avenues of communication are available to today's youngsters than ever before. According to a recent poll, children aged 8 to 18 spend 6-8 hours every day exposed to some type of media. Aside from traditional media such as television (TV), music, periodicals, and movies, new forms of media such as interactive CD-ROMs, video games, E-mail, chat rooms, and Web sites offer everything from the newest scientific advances to surrogate friendships, virtual sex, and violence (Brown, 2000) [25].

(16) The study reveals that the entire media system is changing dramatically. The Internet's tremendous expansion is ushering in a new digital media culture. Youth adopt new technologies at a much faster rate than adults. Several recent legislation and regulatory decisions have been influenced by research, including television violence and the V-chip, children's educational television programming, and privacy and marketing to children on the Internet. Future research should be planned with a public policy aim in mind. The academic community has a lot to say about new developments in the digital age (Montgomery, 2000) [26].

(17) This research seeks to investigate the changes in young people's creative activity, particularly in alternative media, in Indonesia before and after Reformasi. Reformasi brought about political change and freedom, but unfortunately, it also rendered the student press worthless, forcing it to look for new meanings to remain contextually relevant in the new period. The paper describes the most recent form of Indonesian youth alternative media, whose focus has shifted substantially from 'large' political problems to issues of community and self-existence (Hamad, et al., 2001) [27].

(18) To look into the notion that the mass media act as a kind of super peer for girls who reach puberty earlier than their peers. Several studies have found a link between earlier pubertal timing and an earlier transition to first sex. Is puberty also associated with an increase in interest in sexual media content, which is seen as permitting to participate in sexual behavior? (Brown, et al., 2005) [28].

(19) Practically every child's life is influenced by the media in some way. To demonstrate this point, we first present recent statistics describing the prevalence of children's exposure to television, video games, and computers, paying special attention to age, gender, and socioeconomic differences. We then investigate the socializing impact of educational programming on preschoolers, the effect of violent content on children, and the impact of sexual content on adolescents (Dubow, et al., 2007) [29].

(20) The study investigates the impact of radio in the lives of today's youngsters. Teens today have more media options than ever before. This study gives a modern benchmark for assessing the function of radio in the lives of teenagers. One of the conclusions is that youth have distinct functional uses for radio on weekdays versus weekends. Furthermore, this study reveals that the concept of amusement as a motivation for radio listening with this demographic is more nuanced than previously imagined. Finally, this study indicates beneficial associations between radio use and other media—both on

weekends and during the week. The study recommends more research on gender differences in radio use (McClung, et al., 2007) [30].

(21) The Expert Panel on Electronic Media and Juvenile Violence's research offers a convincing argument for educators and education policymakers to be concerned about the effects of media on youth behavior, as well as the growing epidemic of Internet bullying and harassment. The ability of the US education system to respond is restricted not only by competing for instructional demands but also by the education system's governance structure. Specific recommendations based on these findings are given, as are research objectives in the preventative and education domains (Worthen, (2007) [31].

(22) Not all connections between media and youth culture begin with geopolitical regions or geopolitically located communities of media users. Alternatively, the spatial component of youth culture and the media spheres is not always centered on the state or region. The Australian and Asia-Pacific perspective, embracing media spheres and cultural and economic flows that draw discussion of media and youth culture away from the nation-state, away from the location of youth communities in a single simultaneous time and space, and indeed away from a single simultaneous definition and experience of "youth" (Driscoll & Gregg, 2008) [32].

(23) The study reveals that the media culture's concentration on popular music shows a path ahead in investigating ties between music production, mediation, consumption, and youth consumer practices. This article examines three such frameworks: (i) the production of consumption, (ii) the production of culture/cultures of production, and (iii) cultures of consumption, assessing their contribution to a more comprehensive understanding of how youth consume music as a structurally and culturally mediated process (Brown, 2008) [33].

(24) This multimodal, arts-informed study investigates the dialogical experiences of Edmonton's sexual minority youth as they interact with gay niche-market periodicals. The perspective of the sexual minority youth participants, as well as their personal, active experiences and meaning-making processes as the 'subjects' spoken of and spoken to in these cultural artifacts imbued with specific representations of sexuality, race, gender, ability, and class, was central to this study. Finally, the need of giving sexual minority adolescents agency, authority, and a voice in their daily lives is emphasized (Flynn, 2008) [34].

(26) The study reveals the terms of the environment, daily activities are both a source and an outcome of adolescent growth. Youth activities research focuses on the methods by which daily activities might have an impact on youth. In turn, youth's daily activities influence and are influenced by the multilayered ecology in which their lives are enmeshed, an ecology that runs from the proximal contexts of everyday living (e.g., family, peer group) to the wider political, economic, legal, and cultural contexts of society. The paper finishes with a discussion of methodological concerns and future research areas in media and youth development (McHale, et al., 2009) [35].

(27) While electronic media provides huge good social and learning opportunities for teens, new technology also carries considerable risk". As a result, research must continue and pay close attention to some of the topics presented in this short to acquire a better knowledge of the occurrence, genesis, and prevention of electronic violence. Researchers are encouraged to collaborate with young people, parents, and educators who are on the front lines and may be more aware of individual and contextual aspects linked with electronic violence than researchers (David & Hertz, 2009) [36].

(28) To study the effects of movie smoking and tobacco marketing susceptibility on teenage smoking initiation and progression. 17.5 percent of the total cross-sectional population had attempted smoking; exposure to movie smoking and susceptibility to tobacco marketing were both linked with having tried smoking. The majority (64 percent) of experimental smokers were responsive to tobacco marketing, which had a multivariate connection with higher lifetime smoking levels (movie smoking did not). In the longitudinal trial, 9.5% of baseline nonsmokers tried smoking at the follow-up. Never-smokers were

less susceptible to tobacco marketing (18.5 percent). Smoking in movies had a multi-factorial connection with smoking attempts (receptivity to tobacco marketing did not) (Sargent, et al. 2009) [37].

(29) This article aims to study the extent to which participatory media might be used as a vehicle for youth expression, empowerment, activism, and advocacy in Palestine. According to the author, youth media give chances for creative expression and civic involvement in places where youth participation is frequently suppressed. Second, youth media provide alternative information sources that can challenge mainstream narratives of the Israeli-Palestinian conflict (Norman, 2009) [38].

(30) In the study, the author argues that there are signs of a more integrated approach emerging in certain recent popular music and culture textbooks, one that studies popular music as a media culture enterprise serving a teenage market. The benefit of this is that it looks to offer a method of bringing youth studies, popular music, and media studies closer together in terms of exploring the linkages between music commodity production, mediation, consumption, and youth consumer habits. In what follows, I identify and remark on these works, as well as others that provide accessible accounts of popular music, the music industry, and youth (Brown, 2009) [39].

(31) This paper discusses the usefulness of merging youth, media, and art activities in the preservation of cultural knowledge and linguistic documentation. The discussion will take into account variables such as successful youth participation, the advantages of a collaborative approach to intergenerational knowledge transfer, the variety and efficacy of artifacts generated, reactions from youth and elders, and the acquisition of new skills and roles (Woods, 2009) [40].

(32) Youth have emerged as critical targets for a New Media and Marketing Ecosystem. Due to their active usage of new media and growing spending power. Recent and developing neuroscience and psychology research on teens shows that the traditional approach to advertising regulation should be reconsidered. Despite the rise of interactive marketing, scholarly research on the effects of digital advertising on children and youth remains limited. More research and legislative measures are required to address the increased health risk that kids face in the digital economy (Montgomery & Chester, 2009) [41].

(33) Our findings back up previous findings showing youth are firmly involved, just to a lower extent, in the official political domain. We wish to emphasize the significance of local media in particular, as well as young people's expressive ability. The media should be seen as a public arena in which cultural and political modes of expression and engagement can coexist — not just in global web media, but also in more traditional local media such as television and newspapers. According to the research, young people are also willing to engage in generational public debates about civic issues rather than sticking to their own media publicity platforms (Kotilainen & Rantala, 2009) [42].

(34) The study looks at how a group of Pakistani urban youth engages with global cultural flows through media, as well as their reactions to such flows. The analysis reveals that global-local cultural dynamics are at work at the levels of youth self-perceptions, values, meaning, and cross-gender socialization norms. The study reflects on major arguments by analyzing talks with youth participants on topics such as the role of women, youth socialization, imagined and mediated discourse of Muslim identity, and its juxtaposition with self-assigned meanings and perceived reality of being Muslim. The research finishes with some implications for the creation of gender and young cultural identities in Pakistan (Dattoo, 2010) [43].

(35) This article presents the findings of a case study conducted at a Vancouver high school to investigate the role of media and physical education. The authors have been particularly interested in creating a comprehensive knowledge of how masculinity interpretations relate to masculinity performances, and how interpretations and performances differ based on social context and a youth's social status. The findings demonstrated how individuals condemned media depictions of "hegemonic masculinities" (i.e., muscular, violent, and hyper-heterosexual masculinities) while appreciating these same gender identities in PE (Millington & Wilson, 2010) [44].

(36) This study looks at how narcissism manifests itself in social media users from various backgrounds and platforms. In lesson plans for pupils, combine social media technology with many academic areas. To maximize learning, center these lesson plans around the sociological tendencies of Generation Y and create an evaluation procedure for pupils that measures educational, technological, and psychological processes (Choi, 2010) [45].

(37) This paper makes recommendations for future research by thoroughly analyzing levels of metabolic expenditure and changes in activity patterns linked with active video game (AVG) play in children. (Biddiss & Irwin, 2010) [46].

(38) Despite lengthy evidence of significant sexual content in the mass media, studies of the impact of mainstream mass media on young people's sexual behavior have been sluggish to develop. The goal of this chapter is to examine a subset of accumulated studies on sexual behavior impacts to see if this body of work supports a causal conclusion. To achieve this goal, the rules for causal inference stated by Cook and Campbell (1979) are used. It is concluded that the study to date meets the substantiation threshold for each criterion and that the mass media almost probably has a causal influence on juvenile sexual behavior in the United States (Wright, 2011) [47].

(39) Youth media is growing rapidly as an interdisciplinary practice and academic discipline. During the last couple of decades, there have been numerous community efforts to engage in media, particularly in the domains of youth work and education. Despite the increase in practice, we discovered that the potential for young media received surprisingly little attention in the social work literature. The authors aim to assess the current state of youth media by using a qualitative content analysis of programme descriptions from 49 youth media groups. The authors investigate the practice of these young media groups using a critical media literacy framework and apply their results to social work practice, education, and research (Johnston, et al. 2014) [48].

(40) This study explores the topic of media lifestyles to offer a complete approach to young engagement in communication media. We investigate how 503 Dutch eighth-grade students with full access to new technology combine a diverse range of media by concentrating on their engagement with media while taking into consideration distinct contexts of use. There are four distinct media lifestyles described: media omnivores, networkers, gamers, and low-frequency users. Furthermore, we demonstrate how the technique we utilized can provide more insight into how distinct media lifestyles were codetermined by specific media, functions, and social settings. Finally, the consequences of the Theory of Uses and Gratifications are examined (Van, et al., 2014) [49].

(41) Lesbian, gay, bisexual, transgender, and queer (LGBTQ) adolescents are increasingly using internet-based new media, but little is known about how it affects their identity development. Using grounded theory, this study investigates the impact of internet media on the identity development and coming out processes of LGBTQ teenagers (n = 19). According to the findings, new media enabled participants to access resources, explore identity, locate resemblance, and engage in digital coming out. Participants also discussed the integration of their newly formed identities into their daily lives. The ramifications for practice are discussed (Craig & McInroy, 2014) [50].

(42) The rising frequency of media multitasking among young people has sparked worries about its harmful impacts on their functioning. This review incorporates existing research on the association between media multitasking and three areas of functioning in adolescents: cognitive control, academic performance, and socioemotional functioning. We identify several research gaps and present five main directions for future research based on the included studies: examining causality, developing more targeted theories, improving media multitasking measurements, focusing on individual and contextual differences, and including representative samples (Van, et al., 2015) [51].

(43) The paper investigates the effects of social media on youth in contemporary Pakistan, with a particular emphasis on changes in family relationships. The researchers employed the survey method

to collect data within the paradigm of quantitative research methodology. According to the data, the majority of respondents (94 percent) agreed that excessive usage of social media has a detrimental impact on family connections. They claimed to have felt alone and alienated from relatives, friends, and themselves. This, in turn, has been linked to introverted personalities. Based on the data, it is possible to conclude that the use of SNS among youth reduces the bonding of the youth with their families and changes the value system (Li, 2016) [52].

(44) Providing everyone with the necessary abilities to engage in a knowledge-based, digital economy is an ongoing issue of 21st-century learning. This project is a research-based challenge to the frequently questioned yet surprisingly persistent assumption that pupils in today's classrooms are all "digitally native" by default and that those "digitally native" children learn solely through the use of digital games. We give some critical updates on teenage media and technical competence and its relationship to baseline knowledge of computer programming and performance in a computational literacy game-based curriculum based on a survey of 60+ students at a primarily immigrant middle school in Toronto, Canada (Jenson & Droumeva, 2017) [53].

(45) This report investigates peer-reviewed papers that investigate the connections between social media and teenage suicide. According to the research, there are two key relationships between social media and juvenile suicide: (1) the positive link, which focuses on youth suicide prevention, such as detecting youth at risk of suicide through their social media posts, running youth suicide prevention awareness campaigns, and offering consultations to youth with suicidal ideation through social media; and (2) the negative link, which focuses on how social media is used to encourage and pressure youth towards suicide, such as cyberbullying, sexting, and disseminating information about seclusion. This study found that social media had both positive and negative associations with teenage suicide (Intahchomphoo, 2018) [54].

(46) This study aims to determine how electronic shopping malls and their advertisements on social networking sites affect consumer spending, with a specific focus on Nigerian youths. When picking appropriate theories to serve as the backdrop for the study, this study took a multi-disciplinary approach; shopping preference theory and technological determinism were used as the theoretical basis for the thesis. At the end of this study, it was established that there is a link between online shopping malls and teenage spending habits. Exposure to social media and online shopping malls via social media has been shown to enhance spending among Nigerian youths (Awobamise, 2018) [55].

(47) The study investigates the effect of the internet, social networks, and technological advances on community engagement as well as the role of youth work in assisting young people in developing digital skills and new media literacy. It is based on a large amount of data, which has been summarised in an inventory of 50 good practices and 12 case studies that show the diversity of youth work from around the EU. It reaffirms the importance of youth work, but policymakers at both the EU and national levels must do more to respond to problems and modify policies to support young people's engagement and active citizenship (Lupiáñez., et al., 2018) [56].

(48) The widespread usage of social media among India's young people is on the rise. In today's world, the use of social media has become a vital element of human life. This paper sheds light on the social media usage pattern and its impact on youngsters. The new age social networking culture has been welcomed and received a positive response. According to studies, social media has both beneficial and bad effects on youngsters (Rawath, et al., 2019) [57].

(49) This study questions the current paternalistic, the attitude of adolescents and media in the Gulf Region arguing that requests for regulation of young media exposure are out of date and ineffective. It contends that, while censorship advocates are legitimately concerned about media risks, their measures are inefficient, short-lived, and alienating, ignoring the potential of media for young people. The report suggests two approaches: 1) the adoption of a proactive approach to youth and media through the inclusion of critical media literacy in MENA education; and 2) collaboration between the government,

businesses, and the rest of society to advance critical media literacy pedagogical resources for Arabic-speaking youth and educators (AlNajjar, 2019) [58].

(50) In the past few years, the role of technology has rapidly evolved, with social media becoming increasingly important. Playing a significant role in the lives of youth. Social media has introduced important new obstacles as well as thrilling new opportunities. The study of how individual social media experiences affect youth mental health is only getting started. Because of the pervasiveness of digital media, adolescents, parents, health care providers, and policymakers must negotiate an increasingly complex world. Indeed, while this media environment has created countless new obstacles and concerns for child mental health, it has also created innumerable benefits and opportunities (Nesi, 2020) [59].

(51) This study explores the harmful consequences of spiritual threats in the communication and information technology process penetration into numerous aspects of society. There is a discussion of scientific and methodological basis and approaches in particular, such as the necessity to identify the location, role, and position of the media in their prevention (Maxamatjonovich, 2021) [60].

5. NEW RELATED ISSUES :

Table 1: Researchers’ Contribution to Youth Media Perception and Participation

S. No.	Field of research	Focus	Outcome	Reference
1	Youth perception	OOH advertising as a support medium	In today’s society, the finest combo for connecting people is mobile phones and outdoor advertising. The objective of the study was to understand young perceptions of outdoor advertising as a support medium. The data show that the majority of youth consider OOH media to be a form of support media.	Dhandyal & Singh, (2022). [61]
2	Youth perception	Campaign on Social Media	This research aims to look into youth's perception of the Malaysian government’s Let’s Get Vaccinated campaign on social media, The findings reveal that, while Malaysian Youths have a favorable opinion of the Malaysian Government’s Let’s Get Vaccinated Campaign on social media, the campaign had little effect on Malaysian Youths’ attitudes and behavior regarding the necessity of vaccination.	Hassim, et al., (2022). [62]
3	Youth perception	Fake News Consumption	This study evaluates youth’s ability to recognize bogus news on media; the consequences of bogus news on their perception of the condition; and youth behavior concerning pandemic guidelines. The results of descriptive and inferential studies demonstrated that students cannot recognize fake news even if they receive news on any media site.	Msughter & Ridwanullah. (2022). [63]

4	Youth perception	Social influences on psychological well-being	This research demonstrates that social health is insufficient to protect against the detrimental links between overweight and underweight attitudes. It should not be discounted as a method of lowering stress and depression in adolescents.	Hammami, et al., (2022). [64]
5	Youth perception	Knowledge About Media Technologies	This study reveals that media influences children’s upbringing, education, and cultural advancement, along with the creation of public opinion and governing processes. Modern university students are more likely to utilize the media than adults because they have advantages in computer technology, master media innovations, media experience, and stringent media selections. Media, interactive technology, distance learning and education, and e-arts are quickly becoming integrated into modern educational institutions.	Madrahimova (2022). [65]
6	Youth perception	Fake News and Youth Voting	According to the study, most individuals can effectively discern between true and fake political news and have a high level of trust in their ability to recognize misleading information, and are more inclined to vote in future elections. As a result, despite previous empirical findings, voter likelihood is strongly predicted by both confidence and information quality.	Mendoza, (2022). [66]
7	Youth participation	Usage of Digital Technology	Smartphones, tablets, and laptop computers have become prevalent in every house and are progressively being interwoven into the lives of the young generation. The findings reveal most families own a television (TV), along with laptops, digital camera, tablets, video games, and kindles. Almost two-thirds of the youngsters reported learning to use digital gadgets on their own, and 12% reported routinely engaging in media multitasking. There are generational differences in the possession, use, and perception of digital technology.	Tripathi & Mishra, (2022). [67]

8	Youth Participation	Social Media: Potentials and Barriers	In this paper, the authors propose the design of various case studies to get a deeper awareness of young participation and the function of SoMe (social media). To solve this difficulty, they address two major beginning points: topic- or community-based bottom-up initiatives and top-down initiatives. The planning and results of the beginning activities reveal that the qualities, habits, and views held by young people concerning interest-based organizations and the initial situations are diverse. As SoMe become more prevalent, the subject of adolescent engagement and digital dialogue spaces will be further clarified in the study project's following steps, based on the respective context and groups and, most crucially, led by the participant's priorities, interests, and opinions.	Sackl-Sharif., et al., (2022). [68]
9	Youth participation	Media literacy education	The study included seventeen students between the age of 17 to 19 who participated for three months. This study advocates for a student-centered, school-routine-breaking, hands-on approach to media literacy instruction that promotes civic participation among underprivileged kids.	Römer, et al., (2022). [69]
10	Youth participation	Political media participation	This research reveals the nature of media's influence on university students (youth) and its impact on political engagement by offering a place for people to openly express themselves without fear of being hacked. According to the study, statistically significant differences in the level ($\alpha=0.05$) exist in the averages of social media's influence on youth political involvement, primarily to the gender variable favoring males.	Zaky & Taha, (2022). [70]
11	Youth participation	Youth as Educators	The study demonstrates that digital works can be used as a medium for youth to teach their peers and other communities about character, nonviolence, and environmental health. This also promotes youth to become engaged and responsible	Suryani, et al., (2022). [71]

			citizens, to engage in direct experience learning, to improve their social media accounts, serve as role models for others, promote community well-being, and reduce negative youth stigma.	
12	Youth engagement	Youth Magazine's Instagram Community.	According to the survey, the magazine employs a variety of methods, the most common of which are emoji/tag suggestion appeals and emotive subjects. A favorable approach and subjects giving knowledge and support for young girls to produce the most from those seen as generic posting tactics, affective topics, contests, and votes, and from more particular framing options. Furthermore, the most engaging appeal idea was to comment with a brief emoji/tag. Young individuals favored image-dominated expressive participation in everyday/personal as well as civic/political subjects. The survey yields useful, thorough information about young people's online involvement choices as well as traditional media's ability to engage with online youth audiences	Sormanen & Wilska, (2022). [72]
13	Youth Activism.	Critical Arts, Transmedia, and Multiliteracies	And the work itself emphasizes the necessity of young access to public and mediated places, as well as the need for more equitable access to multiple multimodal and digital resources. Schools and educators are called to create pedagogical spaces to engage in challenging dominant cultural ideologies, local and larger public dialogues, and develop new forms of political participation. , and address multiple publics.	Rogers, (2022). [73]
14	Youth participation	Newsfeed exposure and participation in politics	The findings point to a more complex link than previous research has found. The link between incidental news exposure and political participation via social media appears to be reciprocal, with incidental news exposure and political participation indirectly affecting each other via political social	Lee & Xenos, (2022). [74]

			media use. Furthermore, the road from participation to incidental news exposure was more powerful than the reverse path.	
15	Youth participation	Political Participation	Political engagement in Pakistan was predicted to rise due to social media's huge democratic potential a decline has been noted along with an initial gain. This situation stimulates research into the critical aspects that can entice disengaged persons to participate in politics. Out of ten direct and six indirect associations, our research identified nine direct and five indirect correlations. Political efficacy had no effect on offline political participation and. did not serve as a bridge between media usage and actual participation in politics They finish by discussing the study's implications, shortcomings, and future research suggestions.	Tariq, (2022). [75]

Table 2: Contribution of Researchers on Media Influence on Youth

S.I	Field of research	Focus	Outcome	Reference
1	Media influence	Mental Wellness	The study aims to investigate Adolescent mental hospital admissions and the role of digital media. The findings highlight the necessity of identifying and helping children who are particularly vulnerable to digital media exposures that increase the chance of psychiatric hospitalization.	Nesi, et al., (2022). [76]
2	Media impact	Diet and Physical health	The purpose of this research was to investigate the association with available media information on healthy living and diets and the changing reception of eating behaviors among primary school pupils. The findings reveal that children's purchasing and eating habits are largely influenced by the media they consume, meaning that the media has an impact on both the buying and consumption of hazardous foods. Simultaneously, there is a paucity of instructional and instructive content aimed at encouraging the adoption of various	Vuksan, et al., (2022). [77]

			healthy living activities in youth-oriented media outlets.	
3	Impact of media	Social Media Marketing	This research focuses on customers who use the digital platform to shop online. A structured questionnaire was distributed to 150 respondents to better understand the utilization of digital marketing platforms for acquiring commodities or services.	Radwan, et al., (2021). [78]
4	Impact of media	The Influence of Narrative on Societal Perceptions	The narrative is a common way for people, places, and situations to be described. It allows society to perceive and comprehend situations that they may or may not encounter. It is the narrator's responsibility to provide truthful and accountable information. This study concludes that Because life is continuously changing, this current cycle of negative thinking can be broken, but it will not happen overnight, and it will not happen without work, struggle, and development. It is not an easy endeavor, but it can be completed. We can all work together to change this perception. It will not be easy, simple, or straightforward, but it is possible, and I believe that with each generation and their shifting perspectives on society, we are well on our way to attaining this goal.	James, (2022). [79]
5	Media impact	Media Impact During Pandemic Times.	This study looks at how Turkish youth used media during the COVID-19 pandemic, particularly during the early lockdowns. We propose that, when viewed through this lens, depictions of youth in the media during pandemic periods preserve recurring figures of the youth that are conceived through the concepts of the 'myth of youth' and 'denied citizenship' at the same time. Young people's vulnerabilities are partially or entirely ignored when they are recognized and praised as important figures in crisis management. In pandemic times, youth emerges as a character who is both instrumentalized and veiled.	Ural, et al., (2022). [80]
6	Influence of media	Media Violence	Children and teens' media consumption has expanded significantly in recent years, owing in part to the increased use of mobile phones by children and teenagers. A	Guo, (2022). [81]

			growing body of academic evidence indicates that violent scenes in media such as films, television, video games, and music, represent a significant threat to young people's mental health. This paper discusses the influence of violent videos on youth along with the induction of aggressive conduct, the reduction of pro-social behavior, and the induction of violent desensitization. Experiment after experiment has firmly established that short-term media violence exposure increases the chance of aggressive conduct in children and adults, reduces pro-social behavior, and causes violent desensitization. Longitudinal experimental research provides solid evidence that children's exposure to violence via electronic media increases their chance of demonstrating aggressive and violent conduct in the long run.	
7	Influence of media.	Tool for Women Activists	Instagram is a widely consumed media platform among young people under the age of 29, especially among Central Asian youth. Their awareness of sexual harassment and assault is influenced by their access to information on social media. By diving into actual data acquired through a statewide Tajik poll, the following study gives input to the growing corpus of literature on the transforming dynamics of digital activism in Central Asia. The findings emphasize the internet's emancipatory potential.	Dall Agnola, (2022). [82]
8	Impact of media	Web Series and Streaming Content	This research studies the effects of streaming media content on Indian adolescence. The researcher investigated youth perceptions of web series and online streaming content available on internet platforms. This study investigates the psychological effects and behavioral changes caused by internet shows on young people.	Vishal, (2022). [83]
9	Impact of media	Digital Culture, and Media challenges	In this study, we review Donna Haraway's conceptual concept of the cyborg and the ways that technology and digital cultures impact adolescents and others today. As a depiction of the interaction between modern young and their technology,	Gennaro & Kellner, (2022). [84]

			The research requires a particular emphasis on the function that technological elements have on comprehending media as well as the lives of youth.	
10	Impact on youth	IMSAO Internet-mediated social advocacy organizations	This study investigates the potential relevance of Internet-mediated social advocacy organizations (IMSAOs) in terms of participation in social advocacy projects. By integrating young people as active stakeholders, IMSAOs have the potential to serve as places and procedures for social debate and major change. Additional exploratory studies on these embryonic groups, however, are needed.	McInroy & Beer, (2022). [85]
11	Influence of media	Positive Mental Health	Social media enables quick multiple communication and self-expression; it has an impact on practically every part of our life. A recent study found that social media usage had both detrimental and good effects on the mental health of young people. However, a larger emphasis has been placed on toxic partnerships. Given the paucity of evidence on the mental health benefits of social media, this research sought to better understand how young people's lived experiences can contribute to optimal mental health.	Vaingankar, et al., (2022). [86]
12	Influence of media	Preparing future teachers for young adults, movies, and youth trauma	It has become increasingly important for future educators to understand trauma-informed methods to student care. The movies that children see in school and at home have the potential to have a psychological impact on them. In this research, the authors investigated the relationship between trauma and youth films, as well as trauma-informed approaches in the classroom. We discovered that movies, particularly those aimed at young people, can elicit trauma reactions, affecting a student's well-being and performance. To address this issue, future instructors must be educated about the dangers of media and trauma, as well as trauma-informed treatment. Curriculum on media and trauma, as well as trauma practices, should be included in pre-service teacher education	Laffier & Westley, (2022). [87]

			programmes. Early in their careers, future teachers can benefit from this knowledge.	
13	Media impact	Media, Culture & Society- affordances and challenges	This research adds to our understanding of the impact of social media on young people in general, and how media networks, are altering the experience of youth-subcultural activities.	Baird, (2022). [88]
14	Impact of media	Adolescent Suicide Deaths.	Suicide is one of the largest reasons of mortality for young adults in the United States, and it is a source of concern for many. With the increasing use of social media in today's culture, particularly among young adults, there are linkages between the negative features of social media and the overall well-being and mental health deterioration of U.S. teenagers. Although social media can be used for both helpful and detrimental purposes, the rise in adolescent suicide rates in the United States implies a relationship between wrong social media use and depression in juvenile mental wellbeing.	Dadic, (2022). [89]
15	Impact of media	Data and Freedom of Expression	The study illustrates how data evolves into usable information and eventually becomes insightful knowledge. Importantly, this report emphasizes that governments are attempting to establish legal mechanisms to control media corporations and advise youth on appropriate information and fake content.	Intahchomphoo & Tschirhart, (2022). [90]
16	Media influence	Media violating the COVID-19 lockdown measures	The study shows that People were informed and entertained by television and social media throughout the COVID-19 pandemic. Data was gathered during Belgium's first and most stringent shutdown.	Vranken, et al., (2022). [91]
17	Influence of media	Social Media Exposure	The major purpose of the research is to measure the relationship between social media consumption and youth political knowledge of various social concerns.	Ibardeloza, et al., (2022). [92]
18	Influence of media	Role of Technological and Social-economic Skills	The goal of the research is to look into the function of digital and socio-civic skills advancement as youth involvement facilitators, This is a quantitative study in which 534 Spanish youth aging 16 to 35 completed an online survey about the	Peart, et at., (2022). [93]

			evolution of the internet and social-economic abilities using a non-probabilistic sampling technique. The findings show the relation between an individual's participatory profile and other factors.	
19	Impact of media	the influential role of social media	In Canada, a defective and insufficient school-based sexual health education leaves adolescents unhappy and ill-equipped to care for their health. They resort to other routes, like social media, to assist cover these sexual health gaps. However, these experiences of sexual socialization via social media have received little attention. As a result, this convergent mixed-method design with a focus on the qualitative investigated sexual health education in schools and through social media from the viewpoints of adolescents.	Chong, (2022). [94]
20	Impact of media	Cybervictimization and Internalizing Symptoms	The research aimed to investigate if the emotional attachment of teenagers to their social media altered the relationship between cyber victimization and internalizing symptoms.	Marsh, et al., (2022). [95]
21	Impact of media	Media Addiction	This study employs a survey of the literature with a conceptual analytic method from multiple sources. By revealing symptoms that can lead to students becoming addicted to social media. Personal and intra-personal disputes are impacted by social media addiction. Sleep disruption, depression, poor academic performance, stress, loneliness, anxiety, and poor self are all potential causes of social media addiction.	Matang, et al., (2022). [96]
22	Impact of media	Social Media and Celebrity	This study aims to investigate the impact of celebrities' social media activity on food or beverage intake; it is the natural next step in research and subsequent action.	Selkie, (2022). [97]
23	Influence of media	Brand recognition and drinking habits	The focus of this research is to look at alcohol advertising representations on television and to assess the influence of such depictions on adolescent drinking outcomes.	Gabrielli, et al., (2022). [98]
24	Influence of media	Quality of Family Relationships	The focus of this research is to determine the link between social media time and the quality of family bonds among FCCU university students. According to the literature,	Khan, (2022). [99]

			increased social media use leads to insufficient family engagement, poor communication, alienation, self-isolation, and difficulty forming emotional bonds. The Benefits and Pleasure	
25	Influence of media	Healthy Food Choices	The goal of this study is to evaluate the functions of Instagram influencer marketing in influencing youth's healthy eating habits. To describe the basic process of healthy food promotion, the Healthy Food Promotion Model is reviewed. Due to the outbreak of Covid-19, intensive interviews were done on 6 Instagram users in Malaysia through Zoom Meeting. The study shows that Instagram influencer marketing is critical in influencing young healthy eating habits. It is advised that future researchers do a longitudinal study on this subject to adapt to the ongoing evolution of social media platforms. It is intended to investigate other applications of social media influencer marketing in promoting young healthy eating habits.	Chang, (2022). [100]
26	Impact of media	Online Game Addiction	In this study, I wanted to look at the impact of online games on children and how it affects their lives both directly and indirectly. Nowadays, youth spend the majority of their time playing online games. This resulted in a waste of time, affecting their sleep hours. Online games influence the behavior of youth, causing them to grow rebellious and to experience rage difficulties. Online games also have an impact on their education because they quit attending courses and lie to their parents about it. Online gaming also has an effect on their grades in school and college. Kids begin to tell their parents that they are doing their homework with pals when, in fact, they are playing video games. People have also become ill as a result of playing online games.	Gupta, (2022). [101]
27	Media influence	Mental health and purchasing habits	According to the study, there is a strong link between media usage and purchasing action, and also the effect of media consumption on individuals' psychological health.	Hassan, et al., (2022). [102]

Table 3: Various researchers' insights on Media and Indian Youth Audience

S.I	Field of research	Focus	Outcome	Reference
1	Media influence	Career development for youth	The study investigated the usage of social media in young people's job opportunities and growth. The study discovered a correlation between youth and media platforms in areas such as job search and entrepreneurship (start-up).	Maran, et al., (2022). [103]
2	Impact of media	Social media usage	Several research has revealed that excessive media usage influences Indian adolescents. Simultaneously, social media has some good consequences on the lives of young people. This study outlines the primary reasons why youth use social media, and an attempt has been made to determine how much time kids spend exploring social networking sites. This research concentrates on the favorable and unfavorable, influence of media consumption on the lives of youth. According to the study's findings, excessive social media use leads to addiction in young people.	Bala, (2022). [104]
3	Youth preference	Social media application	Social media is a need of the modern world and a popular form of communication. This source has both beneficial and harmful consequences on society. This form of entertainment, which is viewed as a gift to humanity, is not available everywhere. Whereas it is seen as an advantage to develop relationships, expand the business, and promote awareness, it is also seen as a source of distraction, a medium of dependence, and a source of mental and emotional distress. As a result, the current research provides a critical assessment of rural students' social media app preferences in India.	Kaur & Ali, (2022). [105]
4	Media effect	Activism on the media	Social media has penetrated many aspects of life since the emergence of 2.0 technology. During Covid-19 and its following shutdown, students and professionals made great use of the internet via smartphones and other devices. Media play an important role in the lives of nearly everyone who utilizes the internet. The tweets of youth leaders and youth wing portals during the CAA Protest were manually collected, coded, and analyzed in this article to better understand their involvement in active political activity on social media.	Sekar & Siwach, (2022). [106]
5	Media influence	Cultural and Psychological Shifts	The goal of this study is to discover how immigrant-origin (I-O) youth express civic participation on social media, as well as how immigrant identities shape teenagers' online civic involvement.	Wilf, et al., (2022). [107]

6	Impact of media	Disconnect between cultures	The findings show a correlation between media technology exposure and cultural detachment in Lodha adolescents. The youthful native tribes were migrating away from conventional cultures and toward a highly urbanized living that was far off from their forefathers' lives.	Chattopadhyay & Mohanty, (2022). [108]
7	Media impact	Cyberbullying	The article focuses on the social media vulnerabilities caused by youth overuse in developing nations such as India. Because of the rising psychological dependence and pervasiveness of technological gadgets, anyone can interact at any time, making cyberbullying simpler. In one way or another, the vulnerable segments of any society, particularly children, teens, and women, face incremental psychological health difficulties as a result of the detrimental influence of ever-increasing cyberbullying. The chapter describes in detail the substantial damage imposed by social media platforms on developing-country production as a result of their negative influence on developing-country young and working populations, especially in India.	Karthikeyan, (2022). [109]
8	Impact of media	Cultures of Youth	The study examines the existence of varied media helps in learning, education, and socialization processes within the context of educational science.	Tsaliki, (2022). [110]
9	Media influence	Mental well-being	The findings of the study indicate that the co-creation process and emphasis on the visual were effective in amplifying young people's voices, promoting awareness, and possibly lowering stigma. The education approach is fruitful in increasing awareness and offers the possibility of prevention and therapy.	Duara, et al., (2022). [111]
10	Impact of media	Social networking sites	Social networking has become a need in today's world. It is crucial in our daily life. It is impossible to escape its repercussions. It's always been interesting to see how it's changed over time. Because our study focuses mostly on it, I created a systematic questionnaire using Google Forms. The majority of the inquiries concerned how social media may aid in education, privacy, and knowledge. I received 48 responses in total, with 83.2 percent feeling that social media may aid in education. Every day, 45.7 percent of youth spend 1 to 2 hours on various media platforms. Social media, according to 48.9 percent of respondents, has an impact on their social lives. According to, it kills the era of youth.	Pandey, (2022). [112]

11	Media impact	Social media	This study investigates the decisions made by children and teenagers when using social media. It has remained completed on how to execute the time spent by children on social media. It focuses on the favorable and unfavorable impact of media on children's life expectancy. According to the findings of the research, the high amount of social media usage leads to dependency in children.	Choudhary, & Baskaran, (2022). [113]
12	Media influence	Purchasing decision	This research aims to assess the impact of adolescent subjective norms and attitudes about e-media on their buying decision of branded clothes. The results of multiple linear regression analysis show that both independent variables (attitude toward e-media and subjective norm) have a significant influence on the purchase decision of branded clothing ($F=140.657$, $p.05$) with $R^2 = .395$, implying that 39.5 percent of the variation is predicted by the listed factors. The expected purchasing decision for branded clothing is $3.673 +.243$ (e-Media Attitude) $+.504$ (Subjective norm).	Deshpande, et al., (2022). [114]
13	Youth participation	Memes about Politics	The article focuses on finding usage trends of political memes among Gen-Z on social media platforms in Delhi, India. With the rise of the networked society, memes have been recognized as unusual forms of expressing political disagreement. As a result, the research tries to explore how Gen-Z uses political memes on social media and whether it complements the Data-Knowledge-Action model in a networked setting. It also hopes to have a better understanding of the type of sensitization it is fostering within a bigger virtual community of Gen-Z in Delhi, India. The survey approach will be used in the study to determine the elements that contribute to the widespread popularity of political memes and their impact on the political choices of Gen -Z in Delhi, India.	Tandon, et al., (2022). [115]
14	Media influence	Pandemic Scenario	This paper aims to investigate the respondents' impressions of the COVID-19 situation and to explore the role of the media in filling fear and negatively when youth read it.	Goswami, et al., (2000). [116]
15	Youth participation	Patterns of Media Consumption (COVID)	The study shows that The pandemic has fueled the student community's usage of social media for communicating with classmates and professors.	Singh & Singh, (2022). [117]
16	Media influence	Academic Education	Social networking services are popular not just for chatting, exchanging tidbits, movies, and photographs, but also for addressing social topics. Over the last ten to fifteen years, a social networking phenomenon has arisen.	Bjapai & Devi, (2022). [118]

			During that period, social networking sites grew from a niche to a widespread online activity in which tens of millions of internet users participate, both at work and in their spare time. However, less study has been conducted on the socioeconomic impact of these places in the Indian setting. The impact of social networking sites on Indian youth has been both positive and bad. Social networking has existed since the dawn of civilization. With the rising use of the internet, the medium is evolving.	
17	Media influence	Popular Korean media	The BTS craze in India was investigated in this study by thoroughly examining it. BTS's song has progressively developed a mere-exposure effect among Indians, which is accountable for their rising affection for Korean popular culture.	Chandi & Trehan, (2022). [119]
18	Influence of the media	Tobacco Abstaining	Tobacco has earned a social standing in India, and as a result, Tobacco has gained some social acceptance in India. It has been ingrained in social, religious, and cultural practices, particularly in rural and tribal communities. In terms of both tobacco production and consumption, India ranks top in the world. Unfortunately, the majority of the impacts of tobacco are evident in low-income people, making it directly related to poverty, illness, and early death. Anti-tobacco campaigns are also widespread in the country, and the media plays a significant role in their approach. It is considered that messages broadcast in the media have a broad impact and urge individuals to quit smoking. Using secondary data, the current research work examines the influence of media on cigarette quitting in the context of the tribe and tribal communities.	Mishra, (2022). [120]
19	Impact of media	Psychological health	The study reveals that 90 percent of internet users in India use social networking sites; the majority of them are between the ages of 18 and 24. The time spent on SNSs has an impact on rural Indian youth, the amount of time spent on SNSs has an influence on the psychological well-being of urban Indian youth, and neither the amount of time nor the length of time spent on SNSs has an impact on semi-urban Indian youth.	Putta, et al., (2022). [121]
20	Youth participation	Social Media Marketing	Recent breakthroughs in the field of internet-based social media technologies have had a significant impact on the company's marketing operations, providing a tremendous opportunity for business people to interact and create strong connections with their target	Cardoza, (2022). [122]

			customers. The paper's conclusions represent India's future generation's stance toward social media marketing.	
21	Media impact	Media Disengagement in Generations Y and Z	The purpose of this research is to examine the link between social media experience and social media disengagement, perceived credibility perceived anonymity, individual characteristics, subjective norms, and the most popular social media network among Generation Y and Generation Z.	Chellasamy, (2022) [123].
22	Media impact	Panics over moral issues	India's young market for smartphone technology is quickly expanding. Along with the increase in smartphone use among Indian teenagers, there has been an increase in media consumption and the influence of cellphones on youths' physical, psychological, and social well-being. The research reveals that the media surrounding these problems spread worry and concern.	Rao & Lingam, (2021). [124]
23	Media influence	Social Activities	The study evaluates the impact of social media on interpersonal communication and relationships in young people it is found that there is a sociological influence of Social media on interpersonal interactions.	Sheela, (2021). [125]
24	Media influence	Brand selection behaviour	The goal of this article is to comprehend the media usage patterns of Mumbai youth. It also tries to measure the influence of media on youth purchasing behavior. The survey also investigates young people's preferences for various social media websites.	D'silva, et al., (2021). [126]
25	Impact of media	Positive Influence	The current generation of Indian youths is increasingly using social networking sites. In today's world, it's impossible to envision a young person's life without social media, study on this new era of social media usage and influence has been limited to specialist surveys and theories rather than being applied. The purpose of this research is to evaluate the influence of social media on the youth of India, highlighting its positive influence.	Joshi & Bhatt, (2018). [127]
26	Media influence	Young cultures	This research investigates young digital cultures According to the findings of this survey, young people see new technologies and media as a minor element of otherwise complete social life. But the modern technology promotes individual mobility, Indian adolescents in rural areas and small towns are formed by collective social media institutions. Because these adolescents have strong interpersonal relationships anchored in geographic closeness and academic experiences, new media are on the outskirts of their life.	Pathak & DeShano, (2014). [128]

5. CURRENT STATUS :

According to the review of the literature, a wide range of interrelationships between the media and youth are investigated but not extensively, all areas of media influence and all geographical boundaries are not covered. Hence there is a lot of scope for further study in this area.

6. IDEAL SOLUTION :

The literature review reveals huge research gap for further studies in this field. The researchers can study all the aspects of media influence on youth and also cover all the geographical boundaries to find solutions in this area.

7. RESEARCH GAP :

There are limited studies on the influence of media on youth physical, mental, and emotional health at the local, state, national, and global levels. There have been few studies on the role of media on suicide ideation, thus academics should focus on this topic. More in-depth research on the influence of the media on the decision to attempt alcohol, smoking, sex, pornography, or any other substance is needed. A more comprehensive study on the impact on media and youth participation in politics, as well as religious components, might be done. More research into the effect of marketing on young consumerism might be conducted. More research on the influence of media on family quality time is required. It is critical to study how to use media efficiently for youth education. Research on the media's impact on youth socialization in society is required. In-depth studies on the impact of media on young behavior and lifestyle could be done. Research on the acceptance and reaction to media content without questioning its authenticity should be conducted, and awareness should be raised. It is vital to research the media's influence on rising youth cybercrime. An analysis of all the negative consequences of media on local, state, national, and international platforms could be done to find answers and lessen negative influence. All areas of media influence on youth and geographical borders are not covered. Hence, there is a lot of room for research in this field.

8. RESEARCH AGENDA :

In every area, youth will make a significant difference. However, recent studies indicate that youth media production has the ability to improve young people's relationships with the media in ways that are favorable to media organizations, the youth, and ultimately our democracy.

- a) What is the youth perception on media information?
- b) How do youth engage and participate with media?
- c) How do media influence the youth?

9. RESEARCH AGENDA ANALYSIS :

Youth can contribute significantly in any field. New research, however, suggests that youth media creation has the potential to strengthen young people's connections with the media in ways that benefit media institutions, the youth themselves, and, eventually, our democracy. As a result, this paper critically investigates the link between media and the youth audience.

- **Youth perception on media information:** It is critical to understand how youth feel and think about media content.
- **Youth media engagement and participation:** It is crucial to know how youth feel and react to media information.
- **The influence of media on youth.** It is essential to consider the diverse effects of media on the youth audience.

10. RESEARCH PROPOSAL :

- a) **Proposed Title:** Youth Media Consumption Habits and Their Perception on Local Media Content
- b) **Area:** Dakshina Kannada
- c) **Target respondents:** Youth (15-24 years)
- d) **Objectives :**

1. To know the general media consumption habits of the youth in the Dakshina Kannada district.

2. To assess youth perception towards local media content
3. Studying the various local media conglomerates in Dakshina Kannada
4. To provide a few suggestions to local media firms to attain and retain a youth audience.

11. ABCD LISTING :

The ABCD (Advantages, Benefits, Constraints, and Disadvantages) analysis can be used to efficiently evaluate and comprehend any area. This type of study yielded efficient results [129-130]. This study helps to study the advantages, benefits, limitations, and drawbacks of numerous influencing elements by recognizing, examining, and assessing the usefulness of a business model/strategy/concept/system. The study also highlights on focus group approach which is a qualitative data collection tool used to extract the multiple variables that contribute to the four acknowledged constructs of advantages, benefits, constraints, and downsides. The constituent vital elements of these characteristics are recognized, as are the key ingredients to support them [131-133].

Table 4: ABCD listing based on the proposed review study

Advantages	Benefits
<ul style="list-style-type: none"> • Media has assisted youth in becoming more aware of several topics, products, and services. • The media has supported youth in simplifying their academics and other learning. • Youth can have more input on health and fitness. • Aids youth in obtaining current and entertaining information • Youth have a lot of opportunities to learn anything they desire and improve their abilities 	<ul style="list-style-type: none"> • Media has aided companies in attracting youth to their products and services • Media has assisted educators in teaching and educating our youth • Media has benefited youth in media production • The media has supported youth in practicing diet, meditation, and fitness. • Media provides a large platform for showcasing talents • Youth can also be content creators (producers) and start earning money.
Constraints	Disadvantages
<ul style="list-style-type: none"> • Poor network coverage in few regions creates a barrier between media and youth. • Youth with low economic status find it difficult to recharge and purchase modern gadgets. • Subscription-based media content decreases overall youth viewership. • All media content is not authentic, and lack of awareness on fact-checking platforms. 	<ul style="list-style-type: none"> • Media can harm the physical, mental, and emotional well-being of youth. • Media can influence youth to explore alcohol, smoking, sex, and other non-healthy activities at a young age. • Media Exposure can influence youth socialization in society • Media can limit family time • Media can adversely impact youth behavior and lifestyle • Youth may become overly involved in politics and other sensitive matters through media • Youth may fail to assess the veracity of media content

Source: Compiled by Researcher

12. FINDINGS :

1. Research has shown that the media has an impact on the physical, mental, and emotional health of youth in both positive and negative ways.
2. Studies show that the media has influenced young people's suicide inclinations.
3. It has been discovered that the youth were enticed to attempt sex, smoking, alcohol, and other narcotics, and subsequently became addicted.

4. According to research, the media has an impact on youth political and religious participation.
5. The study reveals that media marketing has a favorable impact on teenage consumerism.
6. According to studies, media has lowered family quality time.
7. It has been discovered that when media is employed successfully in schools and colleges it has a favorable impact on youth education.
8. Studies have shown that media harms youth socialization in society.
9. According to the research, media has influenced the lifestyle of youth.
10. The studies have revealed that media has increased cybercrime in youth
11. Studies show that media has influenced youth behavior, with a small number of people becoming violent after watching media content.
12. It has been discovered that the majority of young people accept media content without questioning its veracity.

13. SUGGESTIONS :

1. Local, state, national, and worldwide research on media influence on youth physical, mental, and emotional health is necessary because there are few studies available.
2. There are very few studies on the influence of media on suicidal thoughts, so researchers should focus on this issue.
3. The study on the media's influence on the choice to try alcohol, smoking, sex, pornography, or any other substance is very limited, a more in-depth study may be conducted.
4. A broader study on the influence of media and youth involvement in politics and religious components might be conducted.
5. Further research on the influence of marketing on youth consumerism could be explored.
6. A deeper study on the media's impact on family quality time is needed.
7. It is essential to study how to use media efficiently for youth education.
8. It is necessary to research the impact of media on youth socialization in society
9. In-depth research on the influence of media on youth behavior and lifestyle could be conducted.
10. Research on acceptance and reaction of media content without examining the authenticity should be studied and awareness should be created
11. It is very essential to research the influence of social media on growing cybercrime among youth.
12. A study of all the negative media effects on youth and other age groups could be done on local, state, national, and international platforms to find solutions and lessen the negative impact.

14. LIMITATION OF THE STUDY :

This review paper focuses solely on the media impact on youth audiences, youth perceptions of media content, and youth participation in media content in general. However, there are other relationships between media and youth that have not been studied, and this study concentrates on youth as an audience while ignoring the subject of youth as a producer.

15. CONCLUSION :

This research examines the relationship between media and youth audiences and discovers that media has both positive and negative effects on youth. However, worldwide studies have not thoroughly covered all elements and areas, therefore there is much room for more research, and finding a solution to those problems at local, state, national, and international levels is very critical.

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