Why social media use is so attractive among young people in the 21st century?

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Abstract

Social media is another indispensable communication tool of this era. There are approximately three billion social media users in the world, and these users spend at least two hours a day on platforms. It is certain and indisputable that social media has an important place in our lives. In particular, emerging trends especially attract the attention of the "Z generation" (those born in 2000 and after). Young people who try the trends that appear on screen in an effort to become phenomena lead their lives according to the ideals of others. So, the goal of this research is to examine the psychological effects of social media using behavior. Because the effect of social media is seen even in the way young people who spend time in front of their phones and tablets speak, in their movements, and in their attitudes towards their family and friends. In addition, analyzing which factors make social media attractive to the young population. Because when young people are socializing—that is, when they follow new trends, make friends, and discover the events around them—this research paper will present which events or influences make them more attractive on social media.

Keywords: social media, youth, human physicology, covid-19.

Por que o uso da mídia social é tão atraente entre os jovens no século 21?

Resumo

A mídia social é outra ferramenta de comunicação indispensável desta era. Existem aproximadamente três bilhões de usuários de mídia social no mundo, e esses usuários passam pelo menos duas horas por dia nas plataformas. É certo e indiscutível que a mídia social tem um lugar importante em nossas vidas. Em particular, as tendências emergentes atraem especialmente a atenção da "geração Z" (aqueles nascidos em 2000 e depois). Os jovens que experimentam as tendências que aparecem na tela para se tornarem fenômenos levam suas vidas de acordo com os ideais dos outros. Assim, o objetivo desta pesquisa é examinar os efeitos psicológicos das mídias sociais usando o comportamento. Porque o efeito das redes sociais se vê até na forma como os jovens que passam o tempo na frente de seus telefones e tablets falam, em seus movimentos e em suas atitudes para com seus familiares e amigos. Além disso, analisar quais fatores tornam as mídias sociais atraentes para a população jovem. Porque quando os jovens estão se socializando – ou seja, quando seguem novas tendências, fazem amigos e descobrem os eventos ao seu redor – este trabalho de pesquisa apresentará quais eventos ou influências os tornam mais atraentes nas mídias sociais.

Palavras-chave: redes sociais, juventude, fisiologia humana, covid-19.

1. Introduction

Social media, which has become the most basic form of communication in the century we live in, can be seen as Social media, which has become the most basic form of communication in the century we live in, can be seen as a medium for individuals to communicate, receive information, produce their own content, and spend time. This area, which increases its number every year and offers new features to users, has increased its use, especially with the Covid-19 pandemic that has affected the world. In the world, users with social media accounts for 40%. In other words, we can say that approximately three billion people in the world use social media (Williams,

2017).

Young people around the world spend six hours a day on the internet. Since social media is actively used today, it also facilitates communication, so we can communicate faster. However, this fast communication and the element of "sharing" in social media make the use of social media attractive, especially among young people. Adolescents, particularly those aged 12 to 22, enter the world with technology, and their internet usage habits differ from those of adults and the elderly. For young people, social media is not only a place to get news from the world and follow the agenda, but it is also a place for them to "be present in the world" (Greenhow, 2011)

Information, getting news, and following the agenda are of secondary importance to them. The effort to prove themselves and be liked brought on by adolescence creates the effects of the likes, comments, views, and number of followers they receive on social media, which makes social media attractive for them (Boyd,2008). This attractive element shows users the feature of self-determination. In other words, the feature that makes social media so interesting affects the emotional state of young people by creating a sense of curiosity about what happens when they are not spending time on the internet (Greenhow, 2011).

The objective of the study is researcher believe that the psychological effect of social media is an important construct to understanding how to make social media an appealing habit for young people. Young students must acknowledge the crucial nature of psychological control and be willing to establish an enabling socialization that controls their feelings of self-optimism, hope, and consciousness to address the issue of social media addiction. The study sought to identify the types of mirror neurons involved in persuasion and classical conditioning in people aged 12 to 22. The main objective is to determine how three boards of physiological concepts affect adults' behavioral attraction to social media, which is thought to be indispensable to this era's existence.

2. Materials and Methods

This research will use the descriptive cross sectional research design method. The aim of this research is to investigate what attracts young people between the ages of 12 and 22 to use social media, which factors them to social media, why they are so interested in using social media, and why they like to spend time there, primarily through interviews by determining the target of the focus group, and then by predicting the future behavior of young people.

Observations for this study were collected through focus groups, open-ended questions, in-depth interviews, and convenient methods. Four focus group discussions happened with a total of eight young members selected purposefully. On the other hand, in-depth interviews with open ended questions were conducted with fifty people selected through sampling. In addition to this, secondary data was analyzed from the literature review for its relevance to the research topic and aim.

The primary data collection method was interviewing, with participants divided into four age groups: 12-15 years, 16-18 years, 19-20 years, and 20-22 years old. All the data was analyzed using NVIVO software, using both qualitative and quantitative methods. Overall, the data was transcribed, and then the responses of the participants were recorded. As a result, all the reports were narrative in nature and provided information about the study's objectives.

A total of 298 respondents participated in the research study. This results in a proper answer, which was the related answer to the expectation about the open-ended question rate of 82.4%, sufficient for the study. All the expected participants were present for this research work. The high turnout of community members willing to participate in the focus group discussions and in-depth interview contributed to the high response rate.

2.1 Gender and age of respondents

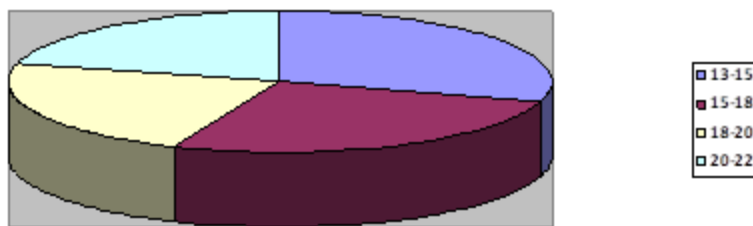The figure 1 result has shown the genders and ages of respondents to the research work.

Figure 1. Result has shown the genders and ages of respondents to the research work. Source: Authors, 2022.

According to the results in Figure 1, a certain percentage of people responded to the chart. As the graph shows, the majority of respondents were female. The open-ended question portion of the interview was attended by 68 number of the girls aged 13 to 15. Boys are 32 of them. Again, more participative girls between the ages of 15 and 18 were more willing to participate in the research, with 62 members of community. This situation resulted in a 38 according to the boy. Between the ages of 18 and 20, the number of participants girls and boys are close to each other. Fifty two of girls and 42 of boys participated in the study. Finally, the participants were between 20 and 22 years old. This resulted in opposite percentages of male and female participants between the ages of 18 and 20, with 53 of boys and 42 of girls willing to participate in the research.

2.2 Occupation respondents of young participants

All the students, both boys and girls, took part in the study. According to the results, 13–15 and 15–18-year-old school respondents are more willing to attend the interview. The age group of 13 to 15 years old receives a portion of the 30%. 27% are between the ages of 15 and 18. 18–20-year-olds account for 23% of respondents, while 20–22-year-olds account for 21%.

2.3 Interviews and open-ended questions

Participants were asked how often they use social media, how many hours a day they spend on it, for what purpose they use it, and then, in line with the research topic, why social media use is so attractive to them and how it affects them psychologically.

2.4 On gender norms

The aim of the study is to investigate whether socially determined gender norms affect the relevance of social media use. This was attempted by comprehending the following procedures: determining what the roles of girls and boys are in society, trying to find their roles in society at a young age, and investigating whether social trends have a gendered effect.

Following the research, I discovered:

1. The evidence-supported results have responded the study question, but they still have limitations. Data was gathered using in-depth questionnaires and open-ended interviews. Both medium can increase my bias factor;

2. The consequences of my research may not reflect the views of the whole young population,

3. There have been limitations in analyzing quantitative data.

3. Results and Discussion

According to the interviews and open-ended questions, see the following section for the results and discussion of a research problem for further analysis on how far social media is appealing and may be a strong predictor of behavior among Z generations in the case of psychological behavior.

First of all, the reason why social media is so attractive, especially for young people, is that we can follow events or people that interest us and that we like. Researchers in psychology describe this as "mirror neurons." Mirror neurons were first discovered in the 1980 by Giacomo Rizolatti and his team. To mirror neurons, we can understand why people perform their daily actions. This is important for social interaction. On the other hand, we can say that the imitation process is caused by mirror neurons. We copy every behavior we observe. For

example, the more time we spend with a happy person, the more we unconsciously become happy like them, and this is reflected in our expression. Another person's emotional state triggers the other person (Williams, 2017).

The more time we spend with a person, the more we take on their emotional state. On the other hand, we are not affected by the emotional states of people we don't know. This system only works in our immediate environment. In other words, mirror neurons enable us to form our own selves. In fact, mirror neurons are the reason why social media is so attractive to young people. The system works like this: People imitate a person or people they love and care about, and this is actually related to the fact that we are social creatures (Baskaran et al., 2017).

This is why young people have a more developed sense of empathy, especially during the transition to adulthood. Finally, in this case, "acting" takes place. Because there must be social action for mirror neurons to turn to acting. We can identify the main causes of mirror neuron events as follows: At a young age, it is an important factor to be accepted by the environment. For example, on video-sharing sites, the more views a young person gets, the more money he or she will earn and the more he or she will be liked. The value judgments of today's youth are based on these (Dredge & Schreurs,2020).

Because young people, especially those between the ages of 13 and 22, who are trying to find their identity and their place in life, have a strong desire to be complimented and appreciated, for this reason, young people value themselves according to the likes, ratings, and comments they receive, or they want to create such an effect by showing themselves in a different way. In fact, here we see young people's efforts to say, "I am in this world, and I am special." The desire to be popular is also associated with seeking social praise on social media to make a mark on the world. The characters assumed on social media influence young people later in their lives in a behavioral way. Another feature that makes social media attractive to young users is related to the "psychology of persuasion (Hameelers et al., 2017).

Young people even go to the extent of following the trends they see on the internet, even if they know that the conduct they see there is against their conscience or dangerous. It could be like this, for example: you see an influencer on the scene robbing a market with a joke gun. This one emulates the influencer and does it either with a real gun or a fake one. This is because according to the psychology of persuasion, young people tend to obey more than adults (Tripathi, 2017). At the same time, there is a trust that you feel because the other person is an expert, and a perception is formed in your consciousness. That is, the more famous a person is on social media, the more recognized and trusted they are. Perception management is very important here (Lange, 2007).

Thirdly, manipulators target and try to influence young audiences on social media. The reason for this is that each person has their own psychological map. Just like algorithms, it associates this map with what people like and makes you like that thought (classical conditioning). In the end, perception is formed again. The most recent social media updates are an example. Since they offer similar suggestions for the user to spend more time with, young people are unconditionally attracted to their interests (Robin, 2008),

When young people send an irrelevant post too many times, their interest grows, and such a thing affects their character. We can observe this as follows: If videos about peer bullying are always shown on a young person's account, the young person may lean in this direction after a certain point because if their peers make it fashionable in the comments on the posts, they start to participate in the comments in order not to be separated. Because, of course, this type of manipulation can be avoided. If youngs add emotion when questioning a behavior, they will be manipulated. In this way, young people who are oriented towards their interests start to spend more time on social media, and the use of social media is interesting to them (Lange, 2007).

4. Conclusions

In social media, the number of digital users is increasing considerably. People can spend most of the day browsing social media posts that have become a part of their lives, or people can take and share videos and photos as active users. Keep sharing content to stay in touch with your followers. In content sharing, you can increase interaction with your followers.

Young can ask your followers to comment on a piece of content you've shared. Reading and replying to user comments allows you to connect with your followers. During the Covid-19 process, everyone's in quarantine at home, and the desire of many places to dismiss the people has increased the demand for social media. Generation Z was particularly drawn to the younger generation of social media users. The fact that Generation Z prefers to use social media, known as the Millennium Children in literature, affects their psychological way of thinking. The primary reason is mirror neurons, followed by persuasion psychology, and finally, classical conditioning reasons are still influencing young people to use social media because it is attractive to them.

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6. Auhor Contributions

Selin Çınar: elaboration, writing and revision of the work.

7. Conflicts of Interest

No conflicts of interest.

8. Ethics Approval

Not applicable.

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