

Socio-cultural impact of electronic media on youth of Hyderabad, Sindh, Pakistan

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Abstract

The growing presence of electronic media in the daily lives of young people, particularly in urban areas like Hyderabad, has raised important questions about its complex effects on both mental health and educational achievement. This research focuses on investigating the influence of electronic media on the mental well-being and educational advancement of young people aged 15 to 30 in Hyderabad. A quantitative approach was utilized, employing a survey to gather data from 350 young individuals residing in Hyderabad. The collected data was analyzed using SPSS software, with Chi-square tests conducted to evaluate the significance of associations between media use and its impacts on mental health and education. Results indicated a significant association between frequent use of electronic media and adverse mental health symptoms, including heightened anxiety, stress, and feelings of social isolation. Conversely, a positive relationship was observed between engagement with educational media platforms and improved academic performance, highlighting that when electronic media is used purposefully, it can serve as a valuable educational resource. These findings emphasize the need to promote balanced and mindful use of electronic media among youth, alongside enhancing media literacy skills. Further investigation is warranted to assess the long-term implications of media consumption and to design interventions aimed at maximizing its benefits while minimizing its risks for young people in Hyderabad.

Keywords: Electronic media, urban areas, academic performance, social isolation

Introduction

In today's world, electronic media which includes television, radio, internet platforms, smartphones, and social networking sites—has become deeply integrated into everyday life (Nwobodo, 2024). Its role extends far beyond simple communication and entertainment, serving as a powerful force that shapes public opinions, social values, individual ambitions, and cultural identities. Among all demographic groups, young people are the most engaged consumers of electronic media and are particularly vulnerable to its broad influences (Typografia et al., 2025). Their adaptable nature makes them receptive to new ideas, behaviors, and trends, often originating from global media sources (Harun-Ur-Rashid & Imran, 2024).

The proliferation of digital platforms such as YouTube, Instagram, WhatsApp, and streaming services like Netflix and Amazon Prime exposes youth to an extensive variety of content, frequently diverse and sometimes culturally conflicting (Demont-Heinrich, 2022). Today's youth can connect with peers worldwide, follow global celebrities, and experience lifestyles vastly different from their own. While this exposure can promote tolerance, innovation, and open-mindedness, it also presents challenges to cultural continuity, identity development, and traditional social frameworks (Patel, 2020). Electronic media not only mirrors society but actively shapes it—and this influence is accelerating at an unprecedented pace.

In India, a nation celebrated for its cultural richness and diversity, the impact of electronic media is both transformative and contentious. Indian youth often navigate the crossroads between entrenched family traditions and the dynamic digital cultures they engage with (Chavan, 2024). This tension between heritage and modernity is especially evident in urban and semi-urban areas, which serve as important contexts for studying such changes due to their unique social and cultural fabric. Cities with rich historical backgrounds, multiple languages, and booming technology sectors illustrate this blend of tradition and rapid modernization (Srivastava, 2023).

Urban youth increasingly immerse themselves in digital environments, supported by greater smartphone access, affordable internet, and extensive connectivity (Bittner, 2021). On average, they spend several hours daily engaging with media content ranging from social networks to online educational resources and entertainment. This frequent exposure influences their language, clothing choices, perceptions of gender roles, attitudes toward elders, and participation in cultural events. Consequently, long-standing customs, local dialects, and cultural values may evolve or diminish under the persistent influence of media (Rao & Srinivas, 2019).

Importantly, the influence of electronic media often occurs subtly and unconsciously. Many young people absorb behaviors, ideas, and worldviews presented in media without active reflection. This dynamic can cause identity conflicts as youth struggle to reconcile societal expectations with

personal aspirations shaped by online content. For example, the celebration of individualism, consumer culture, or Western beauty ideals on media platforms may clash with the collective values traditionally emphasized within Indian families (Khan, 2017). Although extensive research has examined the broad societal effects of media, regionally focused and demographically specific studies remain limited. In developing countries, where cultural diversity coexists with rapid digital growth, there is an urgent need to investigate how electronic media affects the socio-cultural development of youth (Sanusi et al., 2024).

The concept of electronic media has evolved considerably over time, adapting to technological progress and changing how information is disseminated and received. Initially, electronic media was associated mainly with radio and television, which revolutionized the 20th century by delivering real-time audio-visual content. However, these early forms were primarily one-way communication channels with limited public engagement (Shehryar et al., 2020). The advent of the internet dramatically altered the media landscape by adding unprecedented layers of interaction and complexity. Present-day electronic media encompasses a wide range of platforms including social networking sites, blogs, podcasts, and streaming services. Platforms like Facebook, Twitter, and YouTube have democratized content creation, enabling two-way communication where users actively participate by sharing opinions and producing content themselves (Yadav, 2018). Additionally, the widespread use of smartphones has made electronic media an inseparable part of everyday life.

Despite its many benefits for information sharing, education, and social interaction, electronic media also presents significant challenges. The ease of content creation raises concerns about misinformation, privacy breaches, and unequal access to technology. Algorithm-driven content feeds can create echo chambers that reinforce pre-existing views and deepen societal divisions (Sahoo & De Kruijf, 2016). Therefore, as electronic media continues to expand, it is vital to critically examine its role not only as a communication tool but as a powerful agent shaping personal beliefs and societal norms.

This study aims to explore the socio-cultural impact of electronic media on the youth of Hyderabad using a quantitative research design. With a sample of 385 respondents aged 15 to 25, the research investigates how media consumption affects communication habits, cultural attitudes, lifestyle choices, social behaviors, and identity formation among young people in the city. The findings will illuminate both the advantages and drawbacks of media exposure, provide insight into evolving cultural values, and offer recommendations on balancing modernization with cultural preservation in an increasingly digital society.

Literature review

The digital revolution has significantly transformed how people interact, positioning electronic media as a central factor influencing the socio-cultural

experiences of young people (Reed, 2018). This change, driven by the widespread use of smartphones, social networking sites, streaming platforms, and online gaming, has altered the ways in which adolescents understand themselves, communicate with others, and connect to their cultural surroundings. Electronic media is particularly influential during adolescence, a vital stage for identity exploration and personal growth. Social media platforms such as Instagram, Snapchat, and TikTok provide spaces where young people can craft digital identities, explore various aspects of themselves, and seek peer approval. According to Thomas et al. (2017), these online environments facilitate identity development by offering opportunities for carefully managed self-expression. Nevertheless, the gap between a young person's actual self and their online persona can create psychological tension and distress. Adolescents who constantly compare themselves to their peers or social media influencers may develop unrealistic expectations about themselves, leading to anxiety and lower self-esteem (Perloff, 2014). Additionally, social media often promotes an "ideal self" that is commercialized, heavily filtered, and focused on aesthetic appeal, which can distort authentic self-image and contribute to dissatisfaction with one's body and self-worth (Fardouly & Vartanian, 2016).

Body image concerns are especially acute among adolescent girls, who are more susceptible to media messages emphasizing thinness and perfection. Research by Tiggemann and Slater (2014) reveals a strong association between time spent on appearance-centered social media and increased body dissatisfaction. Similarly, Holland and Tiggemann (2016) found that frequent Instagram users tend to engage in heightened body monitoring and adopt unrealistic thinness ideals. However, such influences are not limited to females. Boys are also affected, often feeling pressured to conform to muscular and exaggerated masculine body standards, which leads to dissatisfaction and stress (Ricciardelli & McCabe, 2004). Broadly, the cultural narrative shaped by electronic media tends to favor conformity over genuine individuality, thus reshaping the ambitions and values of young people across gender lines.

The impact of electronic media extends beyond individual identity to affect wider cultural perceptions. The global nature of digital media exposes youth to a wide array of cultural content, fostering cultural blending or hybridization (Arya, 2024). While this can encourage multicultural understanding and a sense of global citizenship, continuous exposure to dominant Western ideals and consumerist lifestyles risks undermining local traditions and cultural identities. Georgiou (2006) notes that media consumption among youth in diasporic communities often results in fragmented or hybrid identities that reflect both connection and alienation. In many developing countries, increased use of digital media displaces native languages and traditional customs, encouraging young people to adopt foreign fashions, speech styles, and

ways of life (Ibrahim, 2015). This process of cultural assimilation is sometimes viewed as a subtle form of cultural imperialism that weakens national identity and disrupts social cohesion.

Electronic media also significantly influences youth behavior and social norms. Repeated exposure to violence in video games and television shows can desensitize adolescents to aggression. A meta-analysis by Anderson et al. (2010) found a consistent relationship between violent media and increased aggressive thoughts and actions among youth. Likewise, media portrayals of substance use, risky sexual activity, and criminal behavior—often without realistic consequences—can normalize these behaviors and shape the attitudes of impressionable viewers (Primack et al., 2009). Media content frequently blurs the boundary between fiction and reality, particularly for younger audiences who may lack the critical skills to interpret what they watch (Buckingham, 2003). As a result, behaviors once seen as unacceptable or taboo may become accepted through repeated media exposure, altering social norms and peer interactions.

The socialization process among young people has also been transformed by electronic media. Online communication has replaced many in-person interactions, a trend accelerated by the COVID-19 pandemic which increased reliance on digital connectivity (Ellis et al., 2020). Although this shift enables youth to stay in constant contact with friends and meet new people, it often reduces opportunities for deep, emotionally meaningful relationships. Turkle (2011) highlights that virtual interactions frequently lack emotional richness and spontaneity, leading to superficial connections and feelings of loneliness. Furthermore, the compulsive desire to remain connected—commonly known as “fear of missing out” (FOMO)—can cause stress and social anxiety (Przybylski et al., 2013). Online environments can also be hostile; cyberbullying has become a serious issue, with victims experiencing depression, low self-esteem, and, in extreme cases, suicidal thoughts (Patchin & Hinduja, 2010). The anonymity and permanence of digital communication amplify the harm caused by bullying, making it more pervasive and damaging than traditional forms of peer aggression.

From an educational perspective, electronic media presents both opportunities and challenges. Educational applications, online courses, and digital textbooks increase access to information and support self-directed learning (Greenhow & Robelia, 2009). Conversely, excessive screen time and multitasking during study periods are linked to diminished focus, poorer academic performance, and disturbed sleep patterns (Levine et al., 2007). Hancox et al. (2004) found that children watching more than two hours of television daily tended to perform worse on standardized tests. The addictive features of social media, particularly the dopamine-driven mechanics behind apps like TikTok and Instagram, often distract students from their studies and hinder cognitive development. This dual nature underscores the need for

digital literacy and self-control among youth to fully benefit from media while avoiding its negative effects.

The impact of electronic media on mental health has been extensively studied. Many investigations link heavy social media use with heightened rates of depression, anxiety, loneliness, and poor self-image in young people (Twenge et al., 2018; Keles et al., 2020). Social media platforms expose users to carefully curated and idealized versions of others' lives, prompting harmful social comparisons and feelings of inadequacy. The habit of "doomscrolling," or endlessly consuming negative news, can also lead to emotional fatigue and despair. Nighttime screen use disrupts melatonin production and circadian rhythms, negatively affecting sleep quality and emotional regulation (Cain & Gradisar, 2010). Notably, the relationship between media use and mental health is complex and reciprocal—young people experiencing mental health difficulties may be drawn more to digital spaces in search of distraction or affirmation.

Despite these challenges, electronic media also offers avenues for youth empowerment and social activism. Increasingly, young people use digital platforms to mobilize protests, address social injustices, and share personal stories. Online spaces have demonstrated significant political potential by amplifying marginalized voices and fostering solidarity among activists (Earl & Kimport, 2011). Furthermore, creative platforms like YouTube, Wattpad, and Instagram provide young individuals with opportunities to showcase talents, grow audiences, and generate income. These activities promote self-confidence, entrepreneurial skills, and critical digital competencies.

Electronic media—including television, the internet, social networking platforms, and video games has become intricately woven into the everyday experiences of contemporary youth. These technologies have not only revolutionized access to information and global communication but have also exerted considerable influence over social behaviors, cultural perceptions, and personal identity formation. While the educational and connective potential of electronic media is undeniable, its widespread use presents numerous socio-cultural challenges, especially during the formative years of adolescence and early adulthood. This discussion explores the multiple ways electronic media is shaping the social and cultural development of young people.

Influence on Identity and Self-Perception

Adolescence is a pivotal stage in the construction of personal identity. During this period, youth often look to external sources, such as peers and media, to shape their sense of self. Social media platforms like Instagram, TikTok, and Snapchat encourage youth to construct curated online personas through selective self-presentation. These platforms frequently promote stylized images and highlight reels that emphasize ideal beauty

standards, lifestyles, and success narratives. As a result, many young individuals engage in constant social comparison, which can lead to body dissatisfaction, low self-esteem, and psychological stress (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015). Moreover, electronic media continues to reinforce traditional gender norms and commodified standards of attractiveness, urging youth to conform to narrow ideals that are often unrealistic or unattainable (Perloff, 2014).

Impact on Socialization and Communication

Electronic media has dramatically altered the landscape of youth communication. While online platforms enable constant and convenient interaction, they have, to some extent, diminished the value of face-to-face engagement. The preference for digital communication—via text messages, chats, or social media posts—has been linked to the weakening of emotional connections and the erosion of empathetic skills among youth (Uhls, Ellison, & Subrahmanyam, 2017). As digital friendships become more prevalent, the depth and authenticity of interpersonal relationships may decline. Though youth can connect with a wider range of peers globally, these connections are often superficial, leading to increased feelings of loneliness and social isolation.

Cultural Homogenization and Global Influence

Exposure to global media content has opened up new cultural perspectives for youth worldwide. However, this global exposure frequently comes at the expense of local traditions and cultural identities. Through music, fashion, language, and entertainment, Western cultural norms—particularly those from the United States and Europe—dominate the media space. This influence can result in cultural homogenization, where indigenous customs and heritage are marginalized or abandoned in favor of globally promoted lifestyles (Tomlinson, 1999). In many developing nations, youth increasingly adopt foreign cultural markers, leading to identity conflicts and the gradual erosion of traditional values (Kraidy, 2005).

Exposure to Violence and Risky Behaviors

A growing body of research has identified the problematic depiction of violence and risky behaviors in various forms of electronic media. Television shows, movies, and video games often present violent acts, substance use, and sexual behaviors in a glamorized manner, sometimes without portraying real-life consequences. This content can desensitize young viewers to aggression and promote antisocial tendencies (Anderson et al., 2017). Moreover, repeated exposure to media portrayals of smoking, alcohol consumption, and drug use as symbols of independence or popularity can encourage imitation and experimentation among impressionable youth (Strasburger, Jordan, & Donnerstein, 2010).

Educational Opportunities and Learning

Despite its risks, electronic media also serves as a powerful tool for education and self-improvement. Platforms such as YouTube, educational applications, and online learning environments have broadened access to academic resources and skill-building content, especially for youth in underserved or geographically isolated regions. Educational television and interactive digital tools can enhance comprehension in subjects like science, mathematics, and social studies while fostering creativity and critical thinking. Furthermore, the integration of media literacy in school curricula helps youth develop analytical capabilities, enabling them to evaluate media content critically and protect themselves from misinformation (Livingstone & Helsper, 2007).

Online Activism and Civic Engagement

Digital platforms have empowered youth to participate actively in civic life and social change. Social media has become a catalyst for political engagement, with platforms like Facebook, X (formerly Twitter), and Instagram enabling young people to advocate for causes such as environmental justice, human rights, and gender equality. Online activism offers a sense of agency and global connectivity, allowing youth to mobilize support, organize protests, and amplify marginalized voices. Nevertheless, this space is not without its drawbacks. Exposure to online harassment, hate speech, and the rapid spread of false information can compromise the authenticity and safety of digital activism (Mihailidis, 2018).

Media Addiction and Mental Health Issues

The compulsive use of digital devices and social media has given rise to concerns over media addiction among youth. Many adolescents experience a persistent need to remain connected, driven by the fear of missing out (FOMO) and a craving for validation through likes and comments. This overreliance on digital interaction often leads to psychological issues, including anxiety, depression, and sleep disturbances (Twenge, Joiner, Rogers, & Martin, 2018). Additionally, prolonged screen time is associated with decreased academic performance, reduced physical activity, and deteriorating interpersonal relationships, ultimately affecting both the mental and physical well-being of young users.

The socio-cultural influence of electronic media on youth is extensive and multidimensional. While it facilitates access to knowledge, global engagement, and social empowerment, it also contributes to identity struggles, emotional distress, cultural dilution, and behavioral risks. Given these complexities, it is crucial for caregivers, educators, and policymakers to adopt balanced approaches to media exposure. Promoting digital literacy, encouraging time management, and fostering critical thinking can equip youth to navigate the media landscape responsibly. In doing so, young people can be empowered to reap the benefits of electronic media while mitigating its adverse impacts.

Methodology

This research employed a quantitative methodology to investigate the socio-cultural effects of electronic media on youth residing in Hyderabad. The study targeted a sample of 350 young individuals, aged between 16 and 24 years. Participants were selected through a non-probability convenience sampling method, drawing from a variety of educational settings such as schools and universities, alongside community centers. This approach facilitated the inclusion of youth representing a broad spectrum of educational attainment and socio-economic status. To qualify for the study, participants needed to be regular users of electronic media, encompassing social networking sites, television, and digital content, as these were the primary media forms under examination.

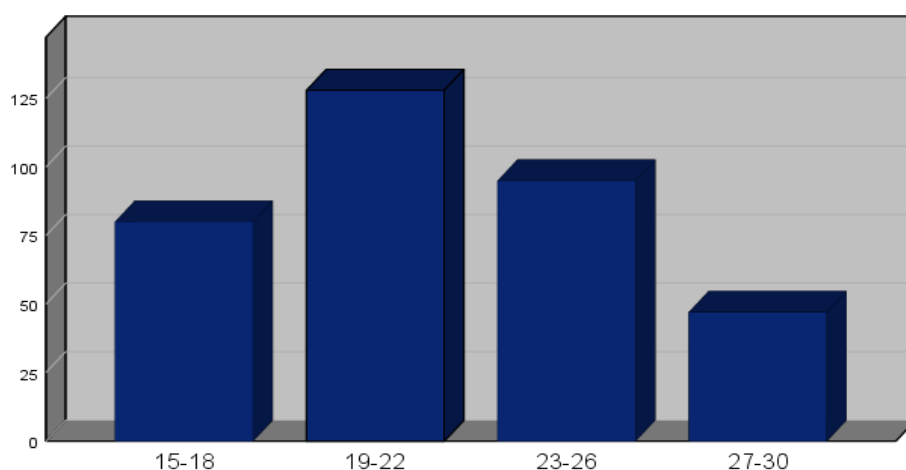
The research sought to explore the connections between electronic media usage and five main socio-cultural dimensions: the enhancement of educational outcomes among youth, the effectiveness of electronic media in raising awareness about social issues, its contribution to fostering cultural diversity, the adverse mental health consequences stemming from excessive media consumption, and the decline of indigenous cultural values. To assess these factors, a structured questionnaire was designed incorporating both closed-ended items and statements measured on a Likert scale. The scale ranged from "Strongly Disagree" to "Strongly Agree," enabling participants to indicate their level of agreement with assertions such as "Electronic media has positively influenced my education" or "Excessive engagement with electronic media has harmed my mental health." These items were intended to capture both the extent of media consumption and participants' perceptions of its impact on various life domains. Data collection spanned three months, with surveys administered in both digital and face-to-face formats to maximize participant reach. Online surveys were distributed via social media platforms and email, while physical copies were circulated at schools, universities, and community venues. Informed consent was obtained from all respondents, with strict adherence to ethical standards, including confidentiality and voluntary participation.

For the analysis of gathered data, version 25 of the Statistical Package for the Social Sciences (SPSS) software was utilized. The initial phase of analysis involved descriptive statistics to summarize participant demographics and survey responses. The core analytical technique was cross-tabulation, which facilitated the examination of relationships between categorical variables such as the frequency of electronic media use and its perceived influence on education, mental health, and cultural awareness. This method also enabled comparison of responses across different demographic groups, including distinctions by age and gender. To test the statistical significance of observed relationships, inferential statistics such as chi-square tests were conducted. These analyses helped determine whether

the associations between electronic media exposure and socio-cultural variables were meaningful. Additionally, correlation and regression analyses were performed to quantify the strength and directionality of relationships between media consumption levels and outcomes like mental well-being and cultural erosion.

While the study provides valuable insights, it also has certain limitations. The non-probability sampling technique restricts the generalizability of findings to the wider youth population. Furthermore, the reliance on self-reported information introduces the possibility of response bias, as participants might inaccurately report their media habits or its impacts. The cross-sectional design further limits the ability to infer causality, as the data captures associations at a single point in time rather than changes over time. Despite these constraints, the methodology offers a rigorous framework for examining the socio-cultural consequences of electronic media on young people. By applying a quantitative research design coupled with SPSS for statistical analysis, this study aims to reveal significant patterns linking electronic media exposure to various aspects of youth development. The results are expected to enrich the dialogue surrounding the role of electronic media in shaping the lives and well-being of youth, providing evidence-based guidance for educational initiatives and media policy formulation.

Graph No. 1 Age of the respondents



The graph no 1 illustrates the age distribution of respondents for the study on the social and cultural impact of electronic media on youth. The majority of participants fall within the 19–22 age group, indicating that this transitional phase between adolescence and early adulthood is highly engaged with electronic media. This group is likely to be more active on digital platforms, making them particularly susceptible to the influence of media on their social behavior and cultural perceptions. The 15–18 and 23–

26 age brackets also show considerable representation, suggesting that both teenagers and young adults are significantly affected by media exposure. The 27–30 age group, while still within the broader youth category in some definitions, has the lowest representation, possibly due to shifting priorities such as careers or family life. Overall, the data highlights that younger individuals, especially those between 19 and 22, are most influenced by electronic media in shaping their social and cultural experiences.

Table No. 1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.437 ^a	16	.000
Likelihood Ratio	67.023	16	.000
Linear-by-Linear Association	13.882	1	.000
N of Valid Cases	350		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.73.

Graph No.2

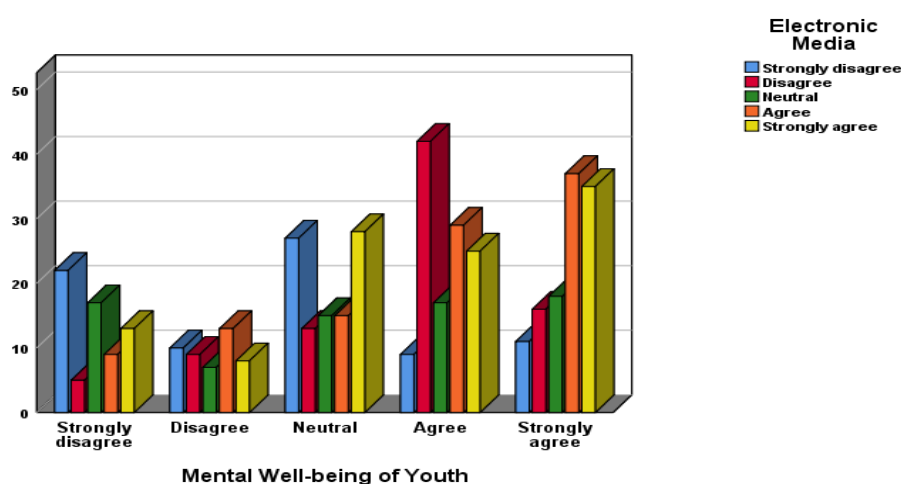
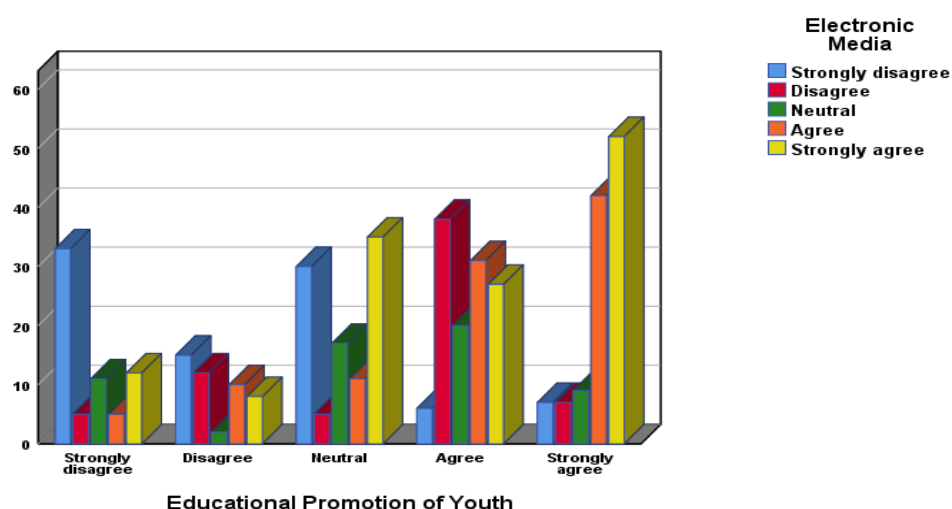


Table No.2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	151.664 ^a	16	.000
Likelihood Ratio	154.228	16	.000
Linear-by-Linear Association	59.817	1	.000
N of Valid Cases	450		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.16.

Graph No.3

Discussion

Table 1 presents the results of the Chi-Square test examining the relationship between electronic media usage and the mental well-being of youth in Hyderabad. The analysis reveals a statistically significant association, with a Pearson Chi-Square value of 68.437, 16 degrees of freedom, and a p-value of 0.000. This indicates that variations in mental well-being among the youth are strongly linked to their patterns of electronic media use, suggesting that the frequency and nature of media engagement have a direct influence on psychological health.

Supporting this, the Likelihood Ratio is 67.023 with a p-value of 0.000, further confirming the robustness of this association. Additionally, the Linear-by-Linear Association statistic of 13.882 (1 degree of freedom, $p = 0.000$) demonstrates a clear linear trend, indicating that as electronic media usage intensifies or changes, there is a consistent impact on youth mental health. For example, excessive use of social media or digital entertainment may lead to increased anxiety, loneliness, or diminished self-esteem, whereas moderate and mindful engagement may foster greater awareness and social connectivity.

The validity of these results is reinforced by the fact that all expected cell counts exceed the minimum threshold, with none below 5; the smallest expected count was 7.73. The sample comprised 350 valid respondents, ensuring that the assumptions underlying the Chi-Square test were satisfied. Therefore, the findings reliably reflect the significant relationship between electronic media use and mental well-being among Hyderabad's youth. These insights underscore the need for initiatives promoting digital literacy, healthy media consumption habits, and psychological support systems to assist young individuals in navigating the challenges of pervasive digital exposure.

Table 2 illustrates the Chi-Square test results regarding the association between electronic media usage and the educational advancement of youth in Hyderabad. The Pearson Chi-Square statistic is 151.664 with 16 degrees of freedom and a p-value of 0.000, indicating a highly significant relationship. This suggests that youth engagement with electronic media—through educational platforms, instructional videos, online lectures, and digital learning tools—has a meaningful effect on their academic development.

The Likelihood Ratio, valued at 154.228 with a p-value of 0.000, affirms the strength and consistency of this association. Furthermore, the Linear-by-Linear Association value of 59.817 points to a distinct positive trend: as youth increasingly utilize electronic media for educational purposes, their academic progress and motivation improve correspondingly. This analysis is based on 450 valid cases, with all expected frequencies exceeding the minimum requirement (lowest expected count of 6.16), confirming the reliability of the Chi-Square assumptions.

Given Hyderabad's growing urban and semi-urban digital landscape, these findings highlight the transformative potential of electronic media as an educational resource. Electronic media can help close learning gaps, provide flexible access to knowledge, and supplement formal education systems. Nonetheless, these benefits emphasize the importance of implementing media literacy programs, parental guidance, and institutional support to ensure youth consume content that fosters academic and intellectual growth. The study thus confirms a strong, positive correlation between electronic media usage and youth educational advancement, suggesting that digital platforms play a crucial role in developing a more informed and capable generation.

Conclusion

The socio-cultural impact of electronic media on youth in Hyderabad reflects a nuanced balance of advantages and challenges. On the positive side, electronic media offers enhanced access to information, educational materials, and global cultural exchanges. This increased exposure can improve awareness, skill acquisition, and cultural understanding, fostering tolerance and broadening perspectives among young people.

Conversely, the omnipresence of electronic media also presents significant challenges. Overconsumption of digital content—including social media and entertainment can lead to reduced in-person interactions, increased screen time, and detachment from traditional cultural practices. The influx of Western ideals and global cultural trends has, in some cases, shifted youth perceptions of their own culture, leading to a weakening of local customs and values. Additionally, social media platforms intensify pressures around body image, self-esteem, and social comparison, raising concerns about

cyberbullying, exposure to inappropriate content, and distorted online realities.

Electronic media's socio-cultural influence on Hyderabad's youth is double-edged. While it offers educational and global connectivity benefits, it simultaneously poses risks that must be addressed through responsible use, media literacy education, and active engagement by parents, educators, and policymakers. Striking a balance that enables youth to harness the advantages of electronic media while preserving cultural identity and mental well-being is crucial for sustainable development.

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