

**Shreya Kharel**

**SOCIAL MEDIA AND ITS IMPACT ON TEENAGERS IN NEPAL**

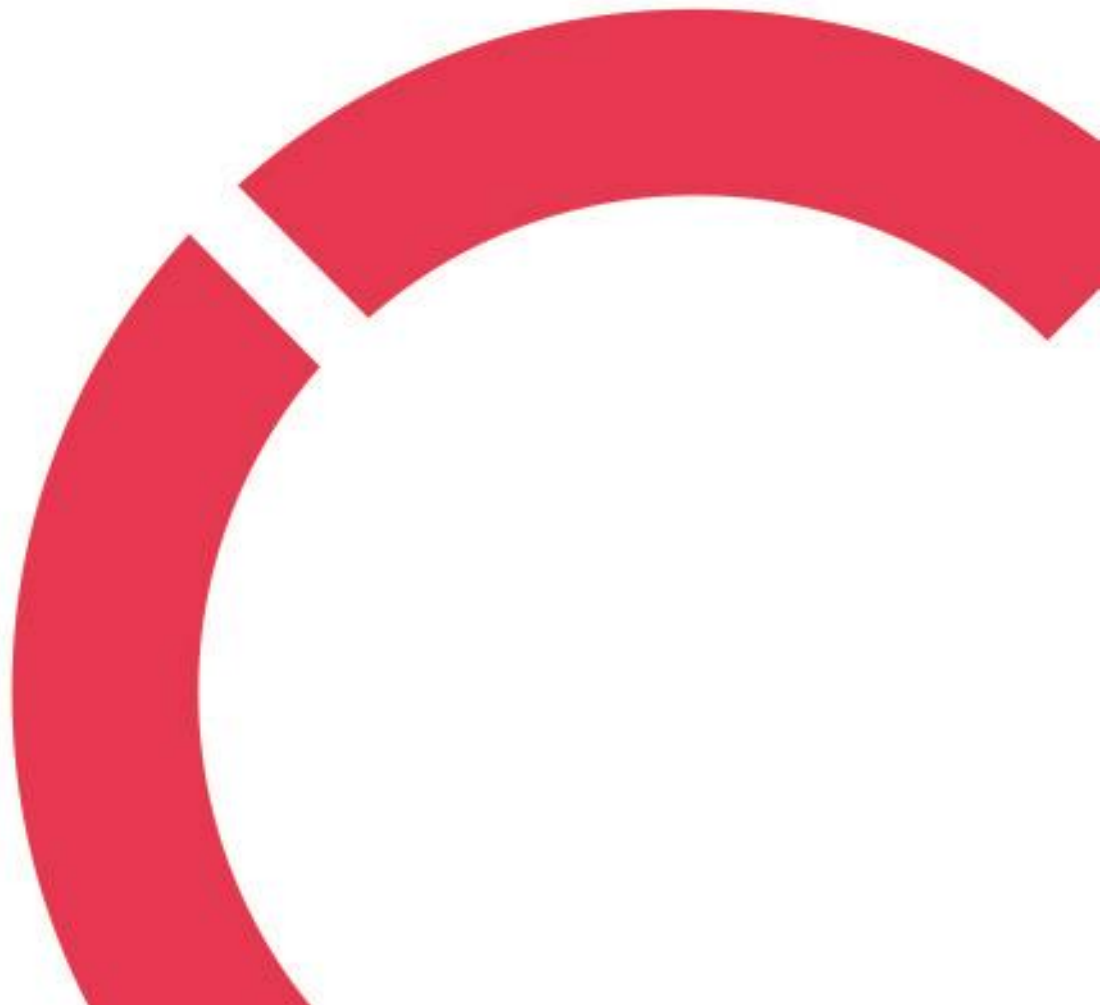
**Discussion and research on impacts of Social Media in teenagers of Nepal**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

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**ABSTRACT**

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<p>The thesis explored the complex interaction between social media and teenagers in Nepal, exploring the many facets of how it affects their daily life. The main goal of the thesis was to clarify the many ways in which social media platforms have influenced Nepalese teens' lives. A thorough overview of the topic matter was attained by using a mixed-methods approach that included surveys, interviews, and content analysis.</p> <p>The research offers information on how social media affects the everyday routines and behaviours of teens in Nepal. The vast majority of respondents claimed to spend a significant amount of time on various social media platforms. The survey also found that communication patterns have changed noticeably, with virtual interactions taking the place of conventional face-to-face encounters.</p> <p>The study also looked at the psychological implications of this digital immersion and found both positive and negative outcomes. Social media, on the one hand, gave users a forum for self-expression and promoted peer connectivity. It also showed cases of elevated levels of anxiety, despair, and feelings of inadequacy brought on by exposure to idealized pictures and lifestyles, on the other hand.</p> <p>Cultural quirks were shown to be a key determinant of how social media affected youths in Nepal. The study shed light on how the adolescent population's content preferences, online habits, and identity creation were influenced by Nepal's cultural landscape. It became clear that conventional beliefs and cultural expectations were crucial in regulating how teenagers interacted with social media.</p> <p>In conclusion, this study adds to the expanding body of knowledge about the relationship between social media and adolescent development, particularly in the setting of Nepal's distinctive culture. The results lay the groundwork for additional investigation and emphasize the need for focused interventions to reduce potential negative impacts while maximizing social media's benefits on the lives of teenagers in Nepal.</p>		
<p><b>Key words</b> Cyber-bullying, Facebook, Government of Nepal, Impact on teens, Positive and negative impacts of social media, social media,</p>		

## **CONCEPT DEFINITIONS**

### **Inferential statistics**

Inferential statistics is a branch of statistics that uses sample measurements of subjects in the experiment to compare the treatment groups and make generalizations about the larger population of subjects.

### **Digitalization**

Digitalization is the process of creating, converting, and storing data in the digital device which can be easily accessed virtually.

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## 1 INTRODUCTION

In an era dominated by digital connectivity, the omnipresence of social media has undeniably revolutionized the way individuals across the globe communicate, share, and interact. Among the demographic most profoundly influenced by this digital transformation are teenagers, a cohort navigating the complexities of identity, self-expression, and social relationships. This thesis embarks on an exploration of the intricate interplay between social media and the adolescent experience, with a specific focus on the vibrant cultural context of Nepal.

Nepal, a nation steeped in rich history and diverse traditions, has not been impervious to the global surge in social media usage. As the Himalayan nation embraces the digital age, its teenagers find themselves at the forefront of this transformative wave, grappling with an unprecedented influx of virtual spaces for expression, communication, and connection. The impact of social media on this demographic is a subject of paramount importance, warranting meticulous investigation and thoughtful analysis.

The significance of this inquiry extends beyond the confines of academic curiosity. As Nepal undergoes rapid socio-economic changes, understanding the influence of social media on its youth population becomes a vital component of comprehensive societal development. The repercussions of this digital revolution, whether constructive or detrimental, have far-reaching implications for the well-being, mental health, and cultural identity of Nepalese teenagers.

This study adopts a multidimensional approach, employing a blend of qualitative and quantitative methodologies to unravel the intricate dynamics at play. Through surveys, interviews, and content analysis, a holistic understanding of how social media permeates the lives of Nepalese teenagers is sought. By comparing the virtual world with the real, this research endeavours to shed light on the nuanced ways in which social media shapes the experiences, perceptions, and behaviours of adolescents in Nepal.

Furthermore, recognizing the cultural tapestry that forms the backdrop of this exploration is paramount. The fusion of tradition and modernity in Nepal creates a distinctive environment within which social media exerts its influence. Cultural values, norms, and beliefs are inextricably interwoven with the digital landscape, giving rise to a complex interplay that necessitates careful examination.

In sum, this thesis sets out to illuminate the multifaceted relationship between social media and Nepalese teenagers, underscoring the pivotal role it plays in their lives. Through rigorous inquiry and comprehensive analysis, this research seeks to contribute to the broader discourse surrounding digital media's impact on adolescent development, all within the unique cultural context of Nepal. In doing so, it is about aspiration to not only advance academic scholarship but also to inform policies and interventions that empower and safeguard the well-being of the next generation of Nepalese citizens.

## **2 OBJECTIVES OF THE STUDY**

There are various objectives of the research study. It starts with the objective to examine the scope and nature of teen social media usage in Nepal, including usage patterns, preferred platforms, and the kinds of content that are shared or consumed. Also, determining patterns of good or negative impact by evaluating the psychological effects of social media on Nepalese teenagers, with a focus on elements like self-esteem, body image, and mental health. Other objectives of the study are to research changes in communication dynamics among Nepalese youths, investigate how cultural norms, traditions, and values affect teens' use of social media in Nepal, emphasizing how the cultural setting affects online content consumption.

In order to get insight into adaptive methods, it is important to recognize and comprehend the coping mechanisms used by teens in Nepal to handle potential stressors and difficulties related to their use of social media. The thesis aims to develop suggestions that are specifically suited to key players including educators, parents, and policymakers, with the goal of balancing potential negative effects with the great potential of social media for the all-around development of Nepalese teenagers. Finally, thesis aims to initiate conversation about how social media affects adolescent development, paying close attention to Nepal's distinctive cultural setting.

### **2.1 Research Methodology**

The research phase is the most important factor in producing results on a certain issue. The selection of a better research approach is critical for dealing with the portion of the thesis. Clifford Woody defines research as "defining and redefining problems, formulating hypotheses or suggested solutions, collecting, organizing, and evaluating data, making deductions and reaching conclusions, and carefully testing the conclusions to determine whether they fit the formulating hypothesis." In short, we can define research as the quest of truth through study, observation, comparison, and experimentation.

A mixed method was employed by using both qualitative and quantitative approaches for this study. In this research work, the analysis is based on secondary data collected from various sources and primary data from interviews with relevant personalities. The information gathered from the various respondents were rendered measurable through the method of data analysis.

## **2.2 Research Design**

The study adopts a mixed-methods research approach to evaluate the impact of social media on Nepalese teenagers. This method combines quantitative and qualitative methodologies to provide a diverse understanding of the issue. The combination of surveys and interviews allows for a comprehensive examination of social media participation patterns, psychological effects, and cultural mediators unique to the Nepalese setting.

The quantitative component is distributing structured surveys to a representative sample of Nepalese teen's aged 13 to 19 in urban, suburban, and rural locations. The surveys will include demographic information, social media usage trends, psychological consequences, and coping mechanisms. To capture both numerical trends and nuanced replies, questions will comprise a combination of closed-ended (e.g., Likert scales) and open-ended items. The purpose of this component is to provide statistically accurate insights into the prevalence and quantitative elements of social media impact on Nepalese teenagers.

The qualitative component entails conducting semi-structured in-depth interviews with a limited group of individuals. Purposive sampling will be used to ensure age, gender, and socioeconomic background variety. The interviews will be guided by a flexible set of open-ended questions that will allow participants to describe their social media experiences, viewpoints, and feelings. Thematic analysis will be used to discover repeating patterns and themes in the interview transcripts, providing a more nuanced qualitative knowledge of how social media influences the lives of Nepalese teenagers.

## **2.3 Data Method**

The initial phase in the study procedure will be to recruit and choose participants. To achieve a diverse representation of teenagers in Nepal, a stratified random sample technique will be used. To account for potential variations in social media access and usage habits, this technique will divide the population into strata depending on geographical location (urban, suburban, and rural). Participants will be chosen at random from each stratum. Participants must be between the ages of 13 and

19, according to the inclusion criteria. Attempts will be made to acquire consent from both participants and their parents or guardians, especially those under the age of 18.

The survey component of the study will be performed electronically via recognized survey platforms, assuring participants' accessibility and privacy. To accommodate people with restricted digital access, physical copies of the surveys will be provided at selected schools and community centres. The surveys will include demographic information, social media usage trends, psychological effects, and coping mechanisms. The use of both closed-ended and open-ended questions will yield quantitative and qualitative data for study.

Survey quantitative data will be examined using statistical tools. Inferential statistics (e.g., correlation analysis, regression analysis) will be used to identify associations between variables, while descriptive statistics (e.g., standard deviation, median) will be used to offer a summary of the quantitative findings. Thematic analysis will be used to discover reoccurring themes and patterns in the qualitative data acquired from the interviews. This procedure entails coding the transcripts, grouping the codes into themes, and combining findings to produce useful insights.

### **3 LITERATURE REVIEW**

Social media platforms' introduction and quick spread have completely changed how people communicate and engage on a worldwide scale, especially with teenagers. The impact of social media on teens is particularly significant in the context of Nepal, a developing country with an increasing young population. Numerous aspects of this phenomena have been revealed by research in this field.

Recognizing the positive and negative aspects of this technological revolution is crucial. Studies have shown how common cyberbullying and online harassment are among teenagers in Nepal, underscoring the importance of close observation and proactive intervention techniques. Furthermore, there are worries about cultural assimilation and the possible deterioration of traditional values within Nepali culture due to the widespread influence of Western-centric content on social media platforms. Overall, study on the impact of social media on Nepali teenagers is needed to fully understand the complex dynamics at work, since the literature on this topic offers a thorough basis.

#### **3.1 Social Media**

Few developments in the history of technology have had as much of an impact on modern society as social networking. Social media platforms, which sprung from the rich soil of early 21st-century digital invention, have grown into a crucial aspect of contemporary communication and engagement. The origins of this digital revolution may be seen in the early 2000s, when pioneers such as Friendster and MySpace established the foundation for a fundamental change in the way people interact with one other virtually but it was Mark Zuckerberg's creation, Facebook, which debuted in 2004, that ignited a worldwide movement and ushered in a period characterized by digital connectivity (Brugger, 2015).

In the modern era, social media has transformed into a vast ecosystem with billions of active users worldwide, spanning boundaries and languages. There are a wide variety of platforms available, each designed to address a particular facet of human interaction. Facebook has over two billion active users and is a massive platform that includes subsidiaries like Instagram and WhatsApp. With its brief but powerful 280-character messages, Twitter has emerged as a key player in the public conversation and real-time information sharing. Thanks to Instagram's focus on visual storytelling, a new wave of influ-

encers and content creators has emerged. In the meantime, short-form video content has been revolutionized by platforms like TikTok, capturing the attention of viewers worldwide (Colibri digital Marketing, 2023).

Social media has a profound impact on a wide range of fields, including business, politics, activism, and education, in addition to intimate relationships. As we navigate this ever-changing digital terrain, it is critical to acknowledge the remarkable opportunities as well as the difficulties that social media presents in the current world.

### 3.2 Overview of Social Media users in Nepal

Social media has become a potent global instrument for networking, communication, and information sharing. Social media usage has significantly increased in Nepal in recent years, which is indicative of the country's growing digitalization. The purpose of this literature review is to present a broad overview of Nepal's social media scene, emphasizing the major platforms, user demographics, and trends that should be taken into consideration.

The social media scene in Nepal is representative of a varied population. The bulk of users are young people, especially those between the ages of 18 and 34 (Regmi, 2020). An increasing number of elderly individuals are also present, suggesting that the user base is growing. Gender differences still exist, nevertheless, with men using social media more frequently than women (Shakya, 2020).

TABLE 1: Growth of social media in Nepal (State of Digital Nepal 2023)

S.N.	Social Media	2022	2023	Growth
1	Facebook	11.4 million	11.85 million	3.7%
2	Instagram	2 million	2.15 million	6.5%
3	Twitter	417 thousand	553.6 thousand	32.5%
4	LinkedIn	1 million	1.2 million	20%

Table 1 above shows the major social media that the users are engaged in Nepal and the growth rate. As shown in the table, Facebook is the most popular with 11.85 million users in 2023 which has grown

from 11.4 million with 3.7% growth. Similarly, Instagram is growing with 6.5% with 2.15 million people using it. Also, there's twitter with 32.5% growth and LinkedIn with 20% growth in 2023 (State of Digital Nepal 2023).

One significant feature of social media use in Nepal is the gap between urban and rural areas. Compared to rural areas, urban areas have higher levels of social media engagement due to their superior internet infrastructure. Significant concerns concerning digital inclusion and access are brought up by this discrepancy.

Social media platforms are now a primary source of news and entertainment in Nepal as well as having a significant influence on political discourse. Social media sites like Facebook and Twitter are vital spaces for mobilization, awareness-raising, and opinion expression during important events like elections or political movements. These platforms are used by political figures, parties, and activists for campaigning and advocacy ( Vonderschmitt, 2012).

Social media is essential for increasing awareness of social concerns outside of politics. Twitter and other social media platforms are used by activists and groups to spread information and rally support for a variety of issues. This relationship exemplifies how social media can spur constructive change.

### **3.3 Social Media among teenagers in Nepal**

Teenagers in Nepal now spend a significant portion of their life on social media, which offers those chances for self-expression, education, and sociability. But its ramifications are complex, affecting teens' lives in a variety of ways, both positively and negatively. To guarantee secure and fair access, privacy, and, security, the digital divide issues must be addressed.

Social media has an impact on how teens in Nepal create their identities and become conscious of their culture. Views of conventional values and norms might be impacted by exposure to global trends and viewpoints via websites like YouTube and Instagram.

Social media's widespread use can impact education in both positive and negative ways. Although platforms can be useful tools for learning and information collecting, overuse of them can result in distractions, a loss of attention, and poor academic performance. Teenagers' social relationships and self-

esteem are greatly influenced by social media platforms. Positive relationships can boost one's sense of identity and self-confidence. On the other hand, negative feedback, comparison-induced stress, and cyberbullying can also be harmful to one's mental health (Hamal, 2020).

Like anywhere else, teens in Nepal may run the risk of losing their privacy and security when using social media. Insufficient knowledge and comprehension of privacy settings may leave people open to identity theft, cyberbullying, and harassment. Inequalities in Nepal's access to digital resources and the internet might be made worse by the country's digital divide. Teens in remote locations might not have as much access to social media and the learning resources it offers.

### **3.4 Social Media trends in Nepal**

Nepal's social media ecosystem is dynamic, with platforms evolving, user behaviour changing, and digital marketing becoming more and more influential. Online interactions between people and businesses are changing due to the rise of influencers, the predominance of mobile-first usage, and the integration of e-commerce. But issues with misinformation and privacy still exist, so we need to keep researching and developing new tactics to deal with this changing digital environment (Osman & Adams, 2023).

Although Facebook still has the upper hand, some demographics are using Instagram and TikTok more frequently. Instagram has become more and more popular among younger users and influencers due to its emphasis on visual content. The popularity of TikTok, a platform well-known for short-form video content, has increased, especially among young people.

#### **3.4.1 Facebook and Tiktok**

Facebook has long maintained its position as the most popular digital platform among teenagers' diverse range of digital interactions (Brugger, 2015). Its versatility which allows users to exchange text, photos, videos, and participate in discussions can be credited with its appeal. Facebook is a virtual gathering place where many teenage Nepali's connect with friends, join interest-based groups, and keep up with current affairs. Additionally, it has developed into a crucial instrument for community development and social engagement, giving young-led projects a strong voice on the platform. However, there has been a discernible shift in the preferences of Nepali youths towards TikTok as the digital landscape changes. This short-form video platform has become very popular, drawing in young people with its interesting, simple-to-make content. The reason TikTok is so popular is because it encourages creativity by letting

people express themselves with funny and frequently relatable videos. Virality is given priority by the app's algorithm, which has also helped several Nepali youngsters achieve unprecedented levels of online influence, further fuelling the platform's popularity (Lamichhane, 2021).

The rise of TikTok indicates a wider trend towards more visually stimulating, bite-sized material, even though Facebook is still the dominant platform for teenage digital connection in Nepal. This change is indicative of a worldwide trend toward social media platforms that emphasize videos, which Nepali youth have enthusiastically embraced. TikTok's UI, with its emphasis on short, eye-catching content, fits in perfectly with the way today's youth consume digital content—they are impatient. Furthermore, the app's ability to cut through language hurdles has increased its appeal among Nepal's many regions. It has developed into a forum for expression, humour, and creativity that gives kids a chance to show off their skills and engage with a larger audience. As long as both platforms are present in Nepali teenagers' digital environment (Lamichhane, 2021).

## 4 DATA ANALYSIS AND DISCUSSION

The main respondents of this study are three teenagers from diverse location, three parents and three teachers from various schools. We have Ram Giri (Age 14, class 8, Shree Adarsha Secondary School, Chitwan), Bhawana Rimal (Age 13, class 6, Rato Bagala School, Lalitpur) and Anushka Tamang (Age 17, grade 12, Heartland Academy)

From the parental perspective we have our main respondents, Bikash Lamsal (parent of 12-year-old and 16-year-old daughters), Anjana Silwal (parent of 15-year-old son) and Amisha Kunwar (Parent of 24-year-old son and 13-year-old daughter).

Finally, from the teachers' perspective, we have Amit Bhusal (Teacher of Kirtipur Secondary School), Sikha Sharma (Teacher of Heartland Academy) and Bina Majhi (Teacher working at community schools through Non-profit organization called Sunaulo Nepal). After collection of responses from multiple participants, the findings and inferences can be discussed as follows.

### 4.1 Attitude of Teenagers towards Social Media

Ram Giri (one of the teenager respondents) reacts that the social media are something that you should not be addicted to. The parents of Ram Giri have limited his screen time so he rarely gets to use his mobile and believes that social media should be used only after graduating from school so it doesn't hamper your studies. Bhawana Rimal (another teen respondent) had a different view. She mentions that the need of social media is huge to connect with friends and learn about the happenings around the world. Even the school notifications are published in social media which gives her a compulsion to have an account. While Anisha Tamang (another respondent) believes it's a trend to have a social media account and upload some cool photos.

Teenagers in Nepal are largely dependent on social media sites like Facebook, Instagram, and TikTok, viewing them as essential tools for communication with others, entertainment, and information access. Teenagers negotiate a difficult relationship between the advantages of social connectivity and the difficulties of upholding a healthy digital lifestyle. This underscores the need for specialized interventions and awareness campaigns that address the complex effects of social media on young people in Nepal.

## **4.2 Perception of the parents on their child using Social Media**

Bikash Lamsal shares that his daughters are too addicted to social media which is ruining their studies along with the quality time in the family. He shares that his daughter is obsessed with TikTok and also have a couple of thousand followers but all of this is leading his daughters to be on the screen all the time and follow unnecessary trends of social media. Anjana Silwal shares the positivity that his son has adopted from social media. She shares that his son has started to involve in various tech communities in Facebook and is passionately learning about the IT sector through social media on his own. Amisha Kunwar shares that her daughter is not much involved in social media and she should not be either. There are many cases of data leakage and fake accounts so, she would not want any of the incidents to harm her daughters.

Regarding their adolescents' use of social media, parents in Nepal have differing opinions. They worry about everything from cyberbullying and online safety to the potential effects on their children's academic performance and mental health. Social media platforms are valued by parents as educational resources and as a way to remain informed about current events. The Nepal Telecommunications Authority's 2020 report highlights the need for resources to better understand and manage their teenagers' online activities, but parental perspectives generally emphasize the need for guidance and support in navigating the complexities of social media (Nepal Telecommunication Authority, 2023.).

## **4.3 Positive Impacts of Social Media on Teenagers**

Parents share that the social media has indeed made it easy for the flow of information. They are up-to-date with the activities of their school and their children. Parents feel that their children are also getting used to the fast information flow with social media which is improving their learning capabilities. The social media has opened up numerous possibilities and the mindset of teenagers to explore the world and learn from the people all around the world from the comfort of their homes. Parents feel that teenagers have become more pro-active in learning new things and connecting to new people with the social media.

Teachers also have a say in figuring out the positive impacts of social media. They mention that their teenager students are more engaging, up-to-date with world activities, and willing to engage in learning comparing to the teenagers who have no access to social media.

Teenagers in Nepal are using social media platforms as catalysts for positive change since they provide opportunities for education, networking, and social involvement. The benefits of social media for education are highlighted by the way sites like Facebook and YouTube can be used as tools to access knowledge, guides, and instructional materials. Furthermore, social media serves as a conduit for international dialogue among Nepali youth, fostering cross-border friendships and cultural interaction. Teenagers in Nepal are better able to express their ideas, support social causes, and organize for constructive change in their communities thanks to social media. Social media sites like Twitter and Instagram are used to start campaigns, spread awareness of social concerns, and fund charity initiatives, demonstrating the platform's ability to foster activism and a sense of social responsibility. In addition to giving their voices more visibility, this digital activism in Nepalese youth promotes civic engagement and involvement, helping to raise a generation of socially conscious and capable people.

#### **4.4 Negative Impacts of social media on teenagers**

The teenagers are more prone to getting addicted to social media due to its addictive nature is what most parents fear. Teachers share that the addiction is hampering the academic performance of the students and also the mental health of the teenagers. Teenagers start isolating themselves or either start spending every bit of time attached to the screen which reduces the family time of the teen and might even hamper their social life. Not only that, parents feel that there is always this fear of getting hacked, data leaked or misuse of social media profile of the teenagers.

Teenagers in Nepal who use social media have been connected to a number of detrimental effects, such as issues with addiction, cyberbullying, and mental health (Jha R.K. Shah, 2016). Teenagers in Nepal are experiencing negative consequences on their mental health, with heightened anxiety, despair, and feelings of inadequacy resulting from comparison with idealized online personas. Teenagers in Nepal who use social media excessively have been linked to addictive behaviours and difficulties in their academic careers (Thapa, N. 2017). Studies have shown that social media usage can be addictive, which raises serious concerns about how it may affect teens' general wellbeing and ability to strike a healthy balance between online and offline activities (Thakur, 2016).

#### **4.5 Role of Parents, School and Government on Social Media Usage**

Parents feel that they should have a strict environment and observation of their child regarding the usage time and activities on social media, also making sure that the child is protected from any kind of hacking or data leakage. The school as an institution should educate and make students aware on the safe usage of social media. The aspects of mental health and taking care of it should be discussed in schools. Whereas the government as a powerful body should formulate and regulate proper laws against cyberbullying, hacking, and identity theft.

In managing and controlling the effects of social media on Nepalese teens, parents, schools, and society all play critical roles. Parents are especially important in directing and supervising their teenagers' use of social media, encouraging open communication, and establishing healthy limits. The provision of digital literacy initiatives and awareness campaigns by educational institutions should be initiated and sustained. Furthermore, developing a thorough framework to address the effects of social media on teenagers in Nepal will require cooperation between parents, schools, and society at large. In order to reduce cyberbullying and promote pleasant online interactions, as well as create a healthier digital environment for Nepalese adolescents, societal measures that aim to promote a culture of responsible online behaviour and develop a supportive atmosphere for teenagers are essential.

## 5 CONCLUSION AND RECOMMENDATION

After going through all the primary, secondary data, and studying responses of the respondents. The following conclusions are drawn from the research study. The findings are discussed below.

Teenagers in Nepal are impacted by social media in a complex way that presents both opportunities and difficulties. It became clear from the research for this thesis that social media has become a double-edged sword that has a big impact on Nepalese teens' lives. On the one hand, it provides a strong platform for self-expression, connectedness, and knowledge sharing, allowing them to interact with people from different backgrounds and expand their horizons. But the widespread use of social media has also raised issues with teen addiction, mental health, and cyberbullying. The thesis emphasizes the critical need for a well-rounded strategy that maximizes the benefits while minimizing the drawbacks of youth social media use in Nepal.

Moreover, the study clarified the critical function that education and parental supervision play in helping children navigate the intricacies of social media. Teenagers must be equipped with digital literacy skills and encouraged to engage in open communication with their families and educational institutions in order to fully utilize social media. In addition, it is crucial for government organizations, non-governmental organizations, and social media companies to work together to create rules and programs that support a safer online environment for Nepalese youth. It is critical to modify tactics to guarantee that young people in Nepal use social media in a responsible and thoughtful manner as the digital landscape continues to change quickly.

Due to the complex effects of social media on Nepalese youths, a comprehensive strategy including guidance, mentoring, and legal measures is necessary. Even if it presents unmatched opportunities, its negative repercussions must also be taken into consideration. We can equip Nepalese youth to navigate the internet world with confidence, maximizing its advantages while minimizing its risks by promoting a culture of digital responsibility, awareness, and support.

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## Interview Questionnaire

“A survey on Impact of Social Media on the teenagers of Nepal”

The main purpose of this research is to study the impact of Social Media on the teenagers of Nepal and suggest the finding to the concerned authorities. For the research findings, both mixed methods are used.

I hereby confirmed that participation in this survey is voluntary, and their data are non-anonymous and kept confidential.

### Interview Question for Teenagers

#### Demographic Information:

Age:

Gender:

Location (Urban/Rural):

Educational Level:

#### Social Media Usage:

5. Which social media platforms do you actively use? (Multiple choices allowed)

- Facebook
- Instagram
- TikTok
- Twitter
- Snapchat
- YouTube
- Others (Please specify): \_\_\_\_\_

6. On average, how many hours per day do you spend on social media?

#### Perceptions and Attitudes:

7. How do you perceive the role of social media in your life? (Choose all that apply)

Connecting with friends and family

Entertainment purposes

Information gathering

Self-expression and creativity

Influence on opinions and beliefs

Others (Please specify): \_\_\_\_\_

1. Do you feel that social media has influenced your self-esteem or body image? (Yes/No) If yes, please describe how.

#### Cyber Well-being:

9. Have you ever experienced cyberbullying on social media? (Yes/No) If yes, how did it impact you?

10. Do you think your use of social media has affected your mental health? (Yes/No) If yes, in what ways?

**Privacy and Safety:**

11. Are you concerned about your privacy on social media? (Yes/No) If yes, what measures do you take to protect your privacy?

**Influence and Decision-making:**

12. Have you made any purchase decisions influenced by social media advertisements or influencers? (Yes/No) If yes, how often and what type of products/services?

13. Do you think the content on social media influences your opinions or beliefs? (Yes/No) If yes, provide an example.

**Cultural and Family Influence:**

14. To what extent do cultural or family values influence your social media use? (Scale of 1 to 5, with 1 being "Not Influential" and 5 being "Very Influential")

15. How do your family members view your engagement with social media? Supportive, Concerned, Indifferent, or Restrictive? Please explain.

Overall Impact:

16. On a scale from 1 to 10, how would you rate the overall impact of social media on your life? (1 being "Very Negative" and 10 being "Very Positive")

**Closing:**

17. Is there anything else you would like to share about the influence of social media on teenagers in Nepal?

## Questionnaire for the Parents

“A survey on Impact of Social Media on the teenagers of Nepal”

The main purpose of this research is to study the impact of Social Media on the teenagers of Nepal and suggest the finding to the concerned authorities. For the research findings, both mixed methods are used.

I hereby confirmed that participation in this survey is voluntary, and their data are non-anonymous and kept confidential.

### Demographic Information:

Your Age:

Relationship to the Teenager (Parent/Guardian):

Educational Level:

Location (Urban/Rural):

### Awareness and Monitoring:

5. How familiar are you with the social media platforms your teenager uses? (Scale of 1 to 5, with 1 being "Not Familiar" and 5 being "Very Familiar")

6. Do you actively monitor or supervise your teenager's social media usage? (Yes/No) If yes, please describe your approach.

### Perceptions and Concerns:

7. What are your primary concerns regarding your teenager's use of social media?

8. Have you noticed any changes in your teenager's behavior or mood associated with their social media activity? (Yes/No) If yes, could you elaborate?

### Communication and Influence:

9. How often do you discuss social media usage and its impact with your teenager?

10. Do you believe social media influences your teenager's opinions, behaviors, or decisions? (Yes/No) If yes, please provide examples.

### Impact on Family Dynamics:

11. How do you think social media usage has affected family interaction or communication within your household?

12. Has your teenager ever experienced cyberbullying or online harassment? (Yes/No) If yes, how did it impact your family?

**Cultural and Traditional Values:**

13. To what extent do cultural or traditional values influence your rules or guidelines regarding your teenager's social media use? (Scale of 1 to 5, with 1 being "Not Influential" and 5 being "Very Influential")

**Support and Resources:**

14. What kind of support or resources would you find helpful in managing or understanding the impact of social media on teenagers in Nepal?

**Overall Perspective:**

15. On a scale from 1 to 10, how concerned are you about the impact of social media on your teenager? (1 being "Not Concerned" and 10 being "Very Concerned")

**Closing:**

16. Is there anything else you would like to share regarding the influence of social media on teenagers in Nepal from a parental perspective?

## Questionnaire for the teachers

“A survey on Impact of Social Media on the teenagers of Nepal”

The main purpose of this research is to study the impact of Social Media on the teenagers of Nepal and suggest the finding to the concerned authorities. For the research findings, both mixed methods are used.

I hereby confirmed that participation in this survey is voluntary, and their data are non-anonymous and kept confidential.

### **Demographic Information:**

Your Age:

Educational Level:

Years of Teaching Experience:

Type of School (Public/Private):

### **Observations and Insights:**

5. From your perspective, what changes have you observed in students' behavior or academic performance due to their engagement with social media?

6. How often do you witness instances of social media-related distractions among students in the classroom?

### **Role of Social Media in Education:**

7. Have you integrated social media or online platforms into your teaching methods or assignments? (Yes/No) If yes, please describe the impact, if any.

8. Do you believe social media has influenced students' learning styles or information-seeking behaviors? (Yes/No) If yes, in what ways?

### **Concerns and Challenges:**

9. What are the primary challenges you face as an educator due to the influence of social media on students?

10. Have you observed instances of cyberbullying or online conflicts among students? (Yes/No) If yes, how do you address such issues?

### **Collaboration and Support:**

11. In your opinion, how can schools collaborate with parents to manage the impact of social media on students' academic performance and well-being?

12. Do you receive adequate training or resources to address the challenges arising from social media's influence on students? (Yes/No) If no, what kind of support would be beneficial?

### **Cultural and Societal Impact:**

13. To what extent do you think cultural values influence students' attitudes and behaviors regarding social media usage?

**Overall Perspective:**

14. on a scale from 1 to 10, how significant do you consider the impact of social media on students' academic performance and behavior? (1 being "Not Significant" and 10 being "Very Significant")

**Closing:**

15. Is there anything else you would like to share regarding the influence of social media on teenagers in Nepal from an educator's perspective?

This questionnaire aims to gather insights into various aspects of teenagers' experiences with social media in Nepal, encompassing usage patterns, impacts on mental health, privacy concerns, cultural influences, and more. Adjustments can be made based on specific research objectives or additional areas of interest.