



IMPACT OF SOCIAL SITES ON YOUTH



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Introduction: -

Naive Bayes is a machine learning algorithm for classification problems. It is based on Bayes' probability theorem. It is primarily used for text classification which involves high dimensional training data sets. A few examples are spam filtration, sentimental analysis, and classifying news articles.

It is not only known for its simplicity, but also for its effectiveness. It is fast to build models and make predictions with Naive Bayes algorithm. Naive Bayes is the first algorithm that should be considered for solving text classification problem.

Naive Bayes algorithm is the algorithm that learns the probability of an object with certain features belonging to a particular group/class. In short, it is a probabilistic classifier.

The Naive Bayes algorithm is called "naive" because it makes the assumption that the occurrence of a certain feature is independent of the occurrence of other features.

For instance, if you are trying to identify a fruit based on its color, shape, and taste, then an orange colored, spherical, and tangy fruit would most likely be an orange. Even if these features depend on each other or on the presence of the other features, all of these properties individually contribute to the probability that this fruit is an orange and that is why it is known as "naive."

As for the "Bayes" part, it refers to the statistician and philosopher, Thomas Bayes and the theorem named after him, Bayes' theorem, which is the base for Naive Bayes Algorithm. the basis of Naive Bayes algorithm is Bayes' theorem or alternatively known as Bayes' rule or Bayes' law. It gives us a method to calculate the conditional probability, i.e., the probability of an event based on previous knowledge available on the events.

Pros

It is a relatively easy algorithm to build and understand.

It is faster to predict classes using this algorithm than many other classification algorithms.

It can be easily trained using a small data set.

Cons

If a given class and a feature have 0 frequency, then the conditional probability estimate for that category will come out as 0. This problem is known as the "Zero Conditional Probability Problem." This is a problem because it wipes out all the information in other probabilities too. There are several sample correction techniques to fix this problem such as "Laplacian Correction."

Another disadvantage is the very strong assumption of independence class features that it makes. It is near to impossible to find such data sets in real life.

Objective: -

The main objective behind the selection of this topic is to analyse the effects of social media on youth. How they use it in daily life and its impact on society through different angles like educational learning, entertainment, job

opportunities, health, communication, interaction, enhancing skills, and online shopping.

About Dataset: -

Social-sites-user Dataset has user's information regarding **name**, **numbers of hours** daily spent on social sites/applications which includes (Facebook, Instagram, twitter, WhatsApp), **awareness** % (daily how much knowledge user gained by using social platforms), **Result** (describe impact on their studies).

Conclusion and Recommendations: -

This study investigates the effects of social media on youth. Results shows that social media plays important role in learning and job opportunities. Teenagers mostly use social media for communication with friends and families.

Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values, social norms, and Islamic values.

On the basis of analysis, the major recommendations are:
websites.

websites are used by which users.

social media and always use the informative sites.

WhatsApp, Twitter, Facebook, and YouTube

Social Networking sites offer a large platform for discussion on burning problems that has been unnoted in today's emerging world. Usage of social networking is among the most common activities of today's children and adolescent. These sites offer today's youth a medium for entertainment and communication, and these have grown expendably. Parents and teachers become unaware of the nature of mixer media sites, thus they do not know that not all of them are healthy environments for their children. The study is conducted to test the impact of social networking sites within the youths and various problems associated with it. This is often a survey sort analysis and here the information is collected through tests. The research is related to favor kind of social media for youth to see the perspective of youth towards social networking sites. Negative use of social media is deteriorating the connection among the countries, how adversely and positively is the youth affected by the employment of these websites but also will help the youth to understand the effective utilization of these networks. The research also emphasizes the users on various sites like Facebook, Twitter. This aim of this paper is to analyze the growing issues on youth due to the constant use of Social Network.

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