



YOUTH PULSE 2025: EXPLORING LIFESTYLE, DIGITAL INFLUENCE, AND HEALTH CARE SAFETY AWARENESS

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ABSTRACT

This project, "Youth Pulse 2025," undertakes a comprehensive survey in nearby villages of chinthalapudi to analyze the evolving behavioral patterns, lifestyle habits, health awareness, social media usage, and environmental attitudes of youth in India. In an era defined by rapid digital transformation and increasing environmental concerns, understanding the multifaceted influences on young people's well-being is paramount. This survey delves into key aspects such as dietary choices, physical activity levels, digital consumption habits (including screen time and social media engagement), emotional and mental health, and consciousness regarding sustainable practices. The study aims to identify prevailing challenges, such as the impact of increased screen time, junk food consumption, rising stress levels, and diminishing real-life interactions. Concurrently, it seeks to highlight the potential of youth as catalysts for change in promoting sustainable living and responsible digital citizenship. The findings derived from this survey will offer critical insights into current youth lifestyle patterns, serving as a valuable resource for guiding targeted educational initiatives, awareness campaigns, and policy interventions to foster their overall well-being and contribute to sustainable national development.

KEYWORDS: Youth, Lifestyle, Digital Influence, Sustainability Awareness, India, Health, Mental Wellness, Social Media, Environmental Consciousness, Behavioral Patterns, Survey.

INTRODUCTION

The youth of today are growing up in a rapidly changing world shaped by digital technology, modern lifestyle choices, and growing environmental concerns. Their habits, behaviors, and awareness levels play a critical role in shaping the future of society. From increased screen time and junk food consumption to rising stress levels and diminishing real-life interactions, modern youth face unique challenges that impact their physical, emotional, and social well-being.

At the same time, young people have the potential to be powerful agents of change, especially when it comes to promoting sustainable living and responsible digital behavior. Understanding their perspectives, choices, and awareness about key issues like health, mental wellness, and environmental responsibility is essential.

This project aims to explore various aspects of youth behaviour through a structured survey. It covers themes such as demographic background, eating habits, physical activity, digital consumption, social media usage,

emotional health, and environmental consciousness. The findings offer insights into the current lifestyle patterns of youth and suggest areas where education, awareness, and policy interventions can make a meaningful impact.

METHODOLOGY

This study was conducted in nearby villages of chinthalapudi to analyse various aspects of youth behaviour, including lifestyle habits, social media usage, health awareness, emotional well-being, and sustainable practices. The methodology followed a structured approach as detailed below:

1. Research Design

The project employed a quantitative, descriptive survey design to gather first-hand data from young individuals. The purpose was to understand behavioural trends, digital habits, consumption patterns, and awareness levels regarding health and sustainability among youth.

2. Sampling Method

- A random sampling method was used to ensure a diverse group of participants.
- The target demographic was youth aged between 13 to 25 years.
- The sample included participants from both rural and urban areas to obtain balanced insights.

3. Data Collection Tool

- A structured online questionnaire consisting of 100 closed-ended questions was used for data collection.
- The questions covered key themes such as:
 - Demographics (age, gender, education, income)
 - Junk food consumption and health awareness
 - Social media usage and screen time
 - Behavioral and emotional well-being
 - Environmental awareness and sustainable practices
 - Opinions and recommendations

4. Data Collection Procedure

- The survey was administered in person interactions.
- A total of [50] respondents participated in the survey.
- All responses were collected anonymously to maintain confidentiality and encourage honest participation.

5. Data Analysis

- The collected data was organized in spreadsheets and analysed using basic statistical methods such as percentages and frequency distributions.
- Thematic summaries were created for each section to interpret trends and draw conclusions.
- Graphs and tables were used where needed to visualize the data effectively.

6. Ethical Considerations

- Participation was voluntary, and all respondents gave their informed consent.
- The data was used exclusively for educational and research purposes.

RESULTS AND DISCUSSION

Demographics & Lifestyle

1. The distribution suggests that the majority of respondents are below 15 years old (35%), followed by those in the 19–22 age group (20%).
2. The survey indicates an equal gender distribution, with 50% male and 50% female respondents.
3. The majority of respondents have completed high school (20%), while 40% are postgraduates.
4. According to the survey, 57% of respondents reside in rural areas.
5. Respondents' family income ranges from ₹2000–₹5000 (10%) to above ₹10,000 (15%).
6. 50% of respondents participate in extracurricular activities occasionally, while 40% do not participate at all.

7. 28% of respondents consume outside food daily, while 22% do so 2–3 times a week.
8. 40% of respondents spend less than 30 minutes per day on physical activity, while 33% spend between 30 minutes to 1 hour.
9. 24% of respondents frequently engage in community service, while 30% do so rarely.
10. 34% of respondents live in nuclear families, while 10% live in extended families.

Junk Food Habits & Health

11. 40% of respondents consume junk food once a week, while 30% consume it rarely.
12. 30% prefer chips, snacks, pizza, or burgers, while another 30% prefer sugary drinks like soda.
13. 50% consume junk food for taste, and 40% do so for convenience.
14. 42% usually buy junk food from street vendors, and 15% from restaurants or fast-food outlets.
15. 50% spend between ₹500 to ₹1500 monthly on junk food; 10% spend over ₹2000.
16. 50% always prefer homemade food, while 24% prefer it sometimes.
17. 46% of respondents are aware of the health risks of junk food and report digestive issues.
18. Some respondents are still unaware of the health risks of junk food.
19. 36% drink carbonated or sugary beverages.
20. 56% check nutritional labels before consuming packaged foods.
21. 44% try to balance junk food with healthy food.
22. 48% always check nutritional information; 24% do so occasionally.
23. 34% consciously balance junk food with healthy eating; 66% do so sometimes, depending on availability and support.
24. 50% want to reduce junk food intake but haven't acted yet.
25. 36% believe personal freedom to choose healthy alternatives can help reduce junk food consumption.

Awareness & Public Health Support

26. 72% are somewhat influenced by advertisements but still prioritize personal preference.
27. 56% support implementing junk food regulations in schools and colleges.
28. 52% believe such regulations can help students adopt healthier habits, while some are unsure.
29. 26% spend more than 6 hours daily on screens.
30. 36% believe junk food significantly contributes to obesity, diabetes, and heart disease.

Social Media Usage & Impact

31. 64% spend more than 6 hours daily on social media; 36% spend less than 1 hour.
32. Instagram is the most used platform (40%), followed by WhatsApp (10%).
33. 54% use social media mainly for entertainment (videos, memes, songs), while 7% use it for news.

34. 36% say social media affects their productivity, while 11% say it does not.
35. 48% have considered taking a break from social media but never acted on it.
36. 52% are occasionally affected by the content on social media; 15% are rarely affected.
37. 30% spend 5–7 hours on home usage of digital devices.
38. 56% use digital devices only when necessary; 6% try to avoid them altogether.
39. 36% occasionally feel addicted to devices; 15% never feel addicted.
40. 26% have never experienced cyberbullying, while 6% have experienced it once or twice.
41. 46% believe social media promotes unrealistic standards, though some see benefits.
42. 52% never compare themselves with others on social media; comparison habits vary.
43. 72% do not trust news on social media, while 28% are unsure.
44. 78% check their phones several times a day, though 48% check rarely—this may indicate overlapping behaviour.
45. 45% occasionally use gadgets before bed; many try to limit screen time before sleep.

Mental Health & Digital Wellness

46. 44% say they sometimes manage digital wellness and sleep, while 56% say it helps them sleep on time.
47. Most respondents say social interaction has remained the same due to social media; only 1% are unsure.
48. 50% rarely experience digital fatigue, while 25% never experience it.
49. Many respondents believe that social media affects mental health.
50. 52% believe that stricter social media usage policies for youth are necessary; others are unsure.

1. Demographics

Respondents are mostly below 15 years old, equally male and female, with varied educational levels and a majority from rural areas.

2. Junk Food Consumption

High preference for junk food due to taste and convenience. Spending is moderate to high, and most prefer homemade food. Health awareness is growing, but actions to reduce intake are limited.

3. Health & Physical Activity

Most respondents spend minimal time on physical activity and show limited involvement in community service. However, many are trying to balance junk and healthy food.

4. Social Media Usage

Heavy social media use is prevalent, especially on Instagram. It is primarily used for entertainment and significantly impacts productivity and mental well-being.

5. Digital Habits & Wellness

Device overuse, occasional digital fatigue, addiction tendencies, and mixed habits around screen time and sleep suggest a need for digital wellness awareness.

6. Mental Health & Awareness

Concerns around cyberbullying, unrealistic standards, and mental health are noted. There's growing support for stricter digital policies.

Mental Health, Emotional Impact & Behaviour

51. 52% of respondents believe today's youth are significantly more stressed, while nearly half perceive higher stress levels. 52% think stress levels are the same as before.
52. 54% recognize behaviour changes due to social media but manage them well.
53. Nearly half experience rare mood swings; 32% experience frequent mood swings.
54. 54% believe their patience level is unchanged, while 46% are unsure.
55. Almost half occasionally experience distraction; 34% feel distracted sometimes, and 12% frequently struggle with distraction.
56. Most respondents value in-person relationships (34%) while 66% prioritize online interaction.
57. 34% frequently procrastinate due to online distractions; 66% seldom procrastinate.
58. 34% notice a reduced attention span but try to stay focused; 16% believe their attention span is unaffected.
59. 30% occasionally feel social pressure, while 35% do not feel it at all.
60. Over half react emotionally to negative comments; 30% feel upset but 70% choose to ignore them.
61. Nearly half observe aggression; 32% report a significant increase in aggressive behaviour, 68% see it occasionally.
62. 34% believe digital content negatively affects users; 66% are unsure.
63. 45% rarely argue with family about screen time.
64. 34% prefer texting over face-to-face conversations, influenced by social media; 66% are somewhat influenced.
65. 32% feel lonely despite being active on social media; 6% feel isolated for other emotional reasons.
66. 66% believe youth are more materialistic, focused on brands and status; 36% are unsure.
67. 34% believe gadget overuse affects personal relationships; 66% believe it does not.
68. 36% can focus without checking their phone; 64% struggle with phone distractions.
69. 38% support digital detox for mental health; 8% are unsure.

70. 40% identify decreased real-life social interaction as the biggest behavioral change; 10% attribute it to gadget addiction.

Sustainability & Environmental Awareness (Q71–90)

71. 40% are aware of climate change and its effects; 12% are uninterested.
72. 52% believe youth contribute somewhat to environmental damage; 8% blame older generations the most.
73. 54% use eco-friendly products often or sometimes.
74. 56% regularly participate in recycling; 42% do not participate at all.
75. 36% understand sustainable development leads to long-term environmental benefits; 18% know it's important but are unclear about its impact.
76. 40% believe excessive gadget use impacts the environment; 60% link it to waste and energy consumption.
77. 32% have taken steps to reduce plastic waste; 20% don't see the need.
78. 32% support strict waste management policies; 10% believe current policies are enough.
79. 48% participate in energy conservation occasionally; 34% believe current energy policies are adequate.
80. 36% rarely use public transport; 64% never use it.
81. 32% prefer sustainable fashion brands; 38% mostly buy fast fashion due to cost.
82. 68% consider sustainability when making purchasing decisions; 32% do not.
83. 68% believe technology can support sustainability; 32% are uncertain about its role.
84. 56% have participated in environmental initiatives, though not regularly; 44% are not interested.
85. 20% frequently discuss sustainability with peers; 34% never do so.
86. 54% identify population growth and poor waste management as India's key sustainability issues; 22% highlight lack of awareness and education.
87. 54% think sustainability should be an optional subject; 34% believe it is essential.
88. 56% believe youth can contribute by supporting green policies and activism; 16% say educating others is key.
89. 34% call for more environmental education in schools; 10% suggest improved government policies.
90. 32% believe current lifestyle habits will negatively affect future generations; 16% are unsure.

Section 6: Opinions and Recommendations (Q91–100)

91. 40% of people in my survey think the biggest challenge faced by today's youth is social pressure and unrealistic expectations.
92. 58% of residents in my survey engage in outdoor activities and exercise; through these, youth can balance technology use with a healthy lifestyle.
93. Residents in my survey believe that junk food advertisements should be regulated more strictly because they encourage unhealthy eating habits.

94. Digital well-being policies should be implemented in schools and workplaces to reduce screen addiction among youth.

95. 42% of residents feel that schools can promote healthy habits by educating students about nutrition and lifestyle choices.

96. 52% of residents believe that parents should also take responsibility for raising mental health awareness among students.

97. 48% of people say that reducing waste and adopting eco-friendly habits can help youth play a significant role in sustainable development.

98. Digital well-being and mental health education in schools are recommended policy changes for fostering a healthy youth lifestyle.

99. Parents can help manage youth's digital habits by leading by example with healthy digital behaviors.

100. Increasing mental health support and counseling, promoting work-life balance, and stress management are important suggestions for improving youth lifestyles in India.

1. Emotional Well-being & Behaviour

Many youths experience stress, mood swings, distractions, and procrastination. However, most try to manage their mental state and social media habits. There's a clear emotional impact from social media, including loneliness, materialism, and reduced focus.

2. Social Interaction & Screen Time

While in-person connections are still valued, a large number prefer online interaction. Screen time often causes distraction, reduced attention spans, and even arguments within families.

3. Digital Detox & Behavioural Shifts

There is increasing support for digital detox, especially as people recognize reduced real-life interactions and increased emotional reactions due to technology.

4. Climate & Sustainability Awareness

A majority show concern for environmental issues and recognize youth's role in climate change. Recycling, eco-friendly habits, and digital pollution are understood but not consistently practiced.

5. Sustainable Practices

Respondents support sustainability through eco-friendly products, energy conservation, and green policies. Still, fast fashion, lack of public transport use, and inconsistent participation in environmental activities reflect a gap between intent and action.

6. Education & Policy Suggestions

There is a strong belief that environmental education should be included in schools and that youth can contribute through activism and awareness. Many respondents call for stricter waste and energy policies.

CONCLUSION

This project provides a comprehensive overview of the lifestyle habits, behavioural patterns, and awareness levels of today's youth. The findings reveal a clear trend of increasing digital dependency, unhealthy food choices, and moderate levels of awareness regarding physical health and environmental sustainability. While many young individuals demonstrate an understanding of health and climate-related issues, their day-to-day practices often do not align with their knowledge.

The data also highlights critical concerns such as high screen time, stress, reduced physical activity, and limited participation in sustainable practices. However, the positive response toward recycling, digital wellness efforts, and willingness to change indicates strong potential for improvement.

Overall, the study emphasizes the need for targeted interventions through education, policy, and community engagement. By nurturing healthier habits and responsible digital behaviour, and by enhancing awareness around sustainability, we can empower the youth to become more mindful, balanced, and socially responsible citizens of tomorrow.

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