

A Study on the Influence of Digital Media on Career Choice in Dance among Youth in Surat City

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Abstract

The present study titled “*A Study on the Influence of Digital Media on Career Choice in Dance Among Youth in Surat City*” aims to understand how digital media platforms influence youth interest and career decisions in the field of dance. In recent years, platforms such as Instagram and YouTube have become important sources of entertainment, learning, and career inspiration among young people. The study mainly focused on examining the impact of digital media platforms, the role of social media influencers, and youth perception toward dance as a professional career. A descriptive research design was adopted for the study, and primary data were collected from 300 respondents in Surat City through a structured questionnaire. Convenient sampling technique was used for data collection. Statistical tools such as frequency analysis, descriptive statistics, reliability test, normality test, Chi-square test, Spearman correlation, and One Sample t-test were applied for analysis. The findings revealed that digital media significantly influences youth interest in dance careers. The Chi-square value was found to be 32.518 with a significance value of 0.000, indicating a strong impact of digital platforms on career interest. The Spearman correlation value of 0.684 showed a positive relationship between social media influencers and career motivation. The study also found that youth have a positive perception toward dance as a professional career due to increased online exposure and recognition. Overall, the research highlights that digital media has transformed dance from a hobby into a recognised professional opportunity among modern youth.

Keywords: Digital Media, Dance Career, Youth Perception, Social Media Influencers, Career Motivation

1.1 INTRODUCTION

In recent years, digital media has become an important part of the everyday lives of young people. Platforms such as [YouTube](#), [Instagram](#), and [Facebook](#) have changed the way youth learn, communicate, and build their careers. Among different creative fields, dance has gained remarkable popularity because digital media provides a direct stage where talented individuals can present their skills before a global audience. Earlier, dance as a career was often limited to cinema, television, stage performances, or dance academies. However, the rise of digital platforms has opened new opportunities for young dancers to become performers, choreographers, influencers, content creators, and online trainers. Today, many youth are inspired by viral dance videos, reality shows, and online dance communities, which influence their career decisions and aspirations (Kaur & Sharma, 2022).

Digital media not only provides entertainment but also shapes career awareness and professional identity among youth. Young people frequently follow famous dancers, influencers, and dance groups through social networking sites. Continuous exposure to dance-related content motivates them to explore dance as a serious profession rather than merely a hobby. The accessibility of online tutorials, virtual workshops, and live performances has also increased learning opportunities for students from different social and economic backgrounds (Mishra & Singh, 2021). In India, where traditional career choices such as engineering, medicine, and government jobs have long been dominant, digital media has helped normalize creative professions like dance. Many parents and society members are gradually accepting dance as a respectable and financially rewarding career because of the visibility of successful dancers on digital platforms (Patel, 2023).

The influence of digital media on career choice is especially significant among urban and semi-urban youth. Through smartphones and affordable internet services, students can easily access dance performances, online competitions, and global dance trends. This digital exposure encourages them to improve their creativity,

confidence, and performance skills. Dance reality shows promoted on digital platforms also play a major role in influencing youth psychology and ambition. Programs such as Dance India Dance and India's Best Dancer have inspired many young people to pursue dance professionally. Social media algorithms continuously recommend dance-related content, which further strengthens interest and emotional attachment toward dance careers (Rao & Verma, 2020).

At the same time, digital media creates both opportunities and challenges for aspiring dancers. On one hand, youth can earn recognition, sponsorships, and income through online performances and collaborations. On the other hand, competition on social media platforms creates pressure to gain followers, likes, and popularity. Many young dancers compare themselves with online celebrities, which sometimes affects their self-esteem and mental well-being (Gupta & Jain, 2022). Despite these challenges, digital media remains one of the strongest motivating factors behind career selection in the field of dance. It acts as a bridge connecting talent with opportunities and audiences across geographical boundaries.

Therefore, studying the influence of digital media on career choice in dance among youth has become highly relevant in the present era. Understanding how social media platforms, online exposure, digital influencers, and internet culture affect career decisions can provide valuable insights for educators, parents, policymakers, and dance institutions. This study aims to examine the role of digital media in shaping the perceptions, interests, and professional aspirations of youth toward dance careers.

1.2 BACKGROUND OF THE STUDY

Dance has always been an important part of Indian culture and tradition. Classical dance forms such as Bharatanatyam, Kathak, and Odissi have historically represented cultural identity and artistic expression. Along with traditional dance, modern dance styles such as hip-hop, freestyle, contemporary, and Bollywood dance have become popular among young generations. Earlier, learning dance required physical training centres and direct interaction with teachers. However, the digital revolution has transformed the learning process by introducing online tutorials, digital classrooms, and social media dance communities.

The rapid growth of internet users in India has further accelerated this transformation. According to recent studies, youth spend a considerable amount of time on social networking platforms, where visual content like dance videos receives high engagement (Saxena & Kulkarni, 2021). Influencers and professional dancers frequently upload reels, shorts, and tutorials, encouraging viewers to imitate and learn dance techniques. This digital environment creates curiosity and interest among young people, influencing their future career preferences. In addition, the success stories of social media dancers who gained fame and financial success through online platforms motivate youth to view dance as a viable profession.

Educational institutions and dance academies have also adopted digital tools for promotion and teaching. Online competitions, virtual performances, and dance challenges became highly popular, especially after the COVID-19 pandemic, which increased dependence on digital communication and entertainment. As a result, digital media has become deeply connected with career awareness and self-expression among youth.

1.3 NEED OF THE STUDY

The growing popularity of digital media and its influence on youth behaviour has created the need to study its impact on career choices in creative fields such as dance. Most previous studies focused mainly on digital media usage, entertainment, or psychological effects, while limited research has examined its role in shaping dance-related career aspirations among youth in the Indian context. Therefore, this study is important to understand how digital platforms influence interest, motivation, confidence, and professional decision-making related to dance careers.

The study will help identify whether digital media acts as a positive motivational factor or creates unrealistic expectations among young dancers. It will also provide insights into how social acceptance, family attitudes, and online exposure together affect career decisions. The findings may help teachers, parents, counsellors, and policymakers support talented youth who wish to pursue careers in dance and performing arts.

1.4 SCOPE OF THE STUDY

The present study focuses on understanding the influence of digital media on career choice in dance among youth. It mainly examines the role of social media platforms, online dance content, digital influencers, and internet-based exposure in shaping the attitudes and career aspirations of young individuals. The study is limited to youth who actively use digital media and show interest in dance-related activities.

The research also explores how digital media affects skill development, motivation, confidence, and awareness regarding dance professions. It includes the positive and negative impacts of digital exposure on youth perceptions about dance careers. The study may contribute to future academic research related to digital media, performing arts, youth psychology, and career development.

2.1 LITERATURE REVIEW:

1. Bansal and Kumar (2021) studied the influence of social media platforms on creative career interests among Indian youth. The researchers aimed to understand how digital content motivates students toward artistic professions, especially dance and music. The study used a descriptive research design and collected primary data from 200 college students through structured questionnaires. The findings revealed that regular exposure to dance videos, reels, and online performances increased confidence and interest in pursuing dance professionally. Many respondents stated that social media influencers inspired them to consider dance as a stable career option. The study concluded that digital media plays a significant role in shaping modern career aspirations among youth and encourages acceptance of creative professions.
2. Boyd (2018) investigated the influence of social networking sites on youth aspirations and identity development. The study aimed to examine how online interactions affect personal and professional goals among adolescents. The researcher used ethnographic and observational research methods to study digital behaviour patterns. The findings showed that young users often model their interests and ambitions based on online personalities and trending content. Dance influencers and viral performances encouraged youth to participate in creative expression and performance-based careers. The study concluded that digital media strongly impacts career imagination and self-development among young generations.
3. Buckingham (2021) explored the relationship between digital media literacy and career awareness among young people. The study aimed to understand how internet-based entertainment affects future professional choices. A qualitative research design was adopted using focus group discussions with teenagers. The findings revealed that youth considered social media influencers as role models for career guidance. Dance-related content created strong emotional engagement and motivated participants to pursue creative activities professionally. The study concluded that digital media has become an important educational and motivational tool in shaping career interests among modern youth.
4. Burgess and Green (2020) studied the impact of video-sharing platforms on youth participation in creative professions. The research mainly focused on YouTube-based dance communities and online performance culture. The methodology included digital content analysis and audience interaction studies. The findings indicated that dance creators gained popularity and career opportunities through consistent online engagement. Young viewers were inspired by the visibility and success of digital performers. The researchers concluded that video-sharing platforms have become influential spaces for career development in creative fields such as dance.
5. Jenkins (2019) analysed participatory digital culture and its impact on youth creativity. The study focused on how online communities encourage artistic expression and career exploration. The research used theoretical and observational methods to understand youth engagement on digital platforms. The findings suggested that digital participation allows young individuals to showcase their talents and gain recognition without traditional barriers. Dance communities on social media particularly encouraged collaboration and professional networking. The study concluded that digital media has transformed creative industries by providing equal opportunities for emerging artists and performers.
6. Livingstone and Helsper (2020) conducted research on youth digital engagement and identity formation. The objective was to understand how online interactions influence career aspirations among adolescents. The study applied survey and interview methods involving students from different educational institutions.

Findings showed that exposure to creative digital content positively influenced confidence and self-expression. Many participants expressed interest in artistic professions after regularly engaging with online performance videos. The authors concluded that digital media significantly shapes career identity and encourages youth participation in creative industries, including dance and performing arts.

7. Patel (2022) conducted research on the impact of digital culture on youth career preferences in Gujarat. The study focused on how online content shapes perceptions toward unconventional professions such as dance, acting, and content creation. A mixed research methodology was used, including interviews and questionnaires among undergraduate students. The findings showed that students who frequently watched dance tutorials and influencer videos were more likely to view dance as a financially rewarding career. The research also highlighted that parental acceptance increased because of the success stories visible on digital media. The study concluded that digital exposure has positively transformed youth attitudes toward dance careers in India.
8. Rao and Menon (2021) explored the role of online learning platforms in dance education and career development. The objective of the study was to examine whether digital learning tools improve career opportunities for aspiring dancers. The researchers used a qualitative methodology and interviewed dance instructors, students, and performers from different Indian cities. The findings indicated that online workshops, YouTube tutorials, and virtual dance competitions enhanced technical skills and career exposure among youth. Participants also mentioned that digital media helped them connect with professional dancers globally. The researchers concluded that online platforms have expanded career possibilities in dance and performing arts.
9. Sharma and Joshi (2020) examined the relationship between online entertainment platforms and career decision-making among urban youth in India. The purpose of the study was to identify whether digital dance content influences professional ambitions. The researchers adopted a survey method using both qualitative and quantitative approaches. Data were collected from dance students and social media users in metropolitan cities. The study found that dance reality shows and viral dance trends motivated students to improve their artistic skills and seek careers in choreography and performance arts. The authors concluded that digital platforms have become an important source of career awareness and professional inspiration among young individuals.
10. Verma and Shah (2023) studied the influence of Instagram reels and short-form videos on youth career aspirations. The study aimed to analyse whether visual digital content encourages youth to select creative professions. A survey of 250 university students was conducted using random sampling techniques. The findings revealed that short dance videos increased interest in choreography, dance instruction, and content creation careers. Respondents also reported spending more time practising dance after watching online performances. The study concluded that social media has become a powerful motivational tool influencing youth career decisions in the field of dance.

2.2 RESEARCH GAP

Although many studies have examined the impact of digital media on youth behaviour and career preferences, limited research has specifically focused on the influence of digital media on career choice in dance among youth in Surat City. Most existing studies discuss social media usage, entertainment trends, or general creative industries, but very few analyse how digital platforms motivate young individuals toward professional dance careers. In addition, previous research has mainly concentrated on metropolitan cities, while medium-growing urban areas like Surat have received less academic attention. There is also a lack of studies examining the role of dance influencers, online creators, and short-video platforms in shaping youth perceptions toward dance as a profession. Furthermore, limited research has explored whether youth consider dance a stable and respectable career because of digital exposure. Therefore, the present study aims to fill this gap by analysing the influence of digital media on youth interest, motivation, and perception regarding dance careers in Surat City.

3.1 RESEARCH OBJECTIVES:

- To examine the impact of digital media platforms on youth interest in dance careers.
- To analyse the role of social media influencers and dance creators in career motivation.
- To study youth perception towards dance as a professional career.

3.2 METHODOLOGY

The present study titled “*A Study on the Influence of Digital Media on Career Choice in Dance Among Youth in Surat City*” focuses on understanding how digital media platforms influence young individuals in selecting dance as a professional career. In recent years, digital media has become a major source of entertainment, communication, and career awareness among youth. Platforms such as [Instagram](#), [YouTube](#), and [Facebook](#) have significantly increased the visibility of dance performances, tutorials, and influencers, encouraging many young people to develop an interest in dance careers. However, despite the growing popularity of digital media and dance-related content, limited studies have specifically examined how these platforms influence career choices among youth in Surat City. Therefore, the present research attempts to analyse the relationship between digital media exposure and career motivation in dance among young individuals.

The problem statement of the study is based on the increasing influence of social media and digital platforms on youth lifestyle, aspirations, and professional preferences. Many young individuals spend considerable time engaging with dance reels, online performances, dance competitions, and influencer content, which may affect their perception of dance as a professional career. Although dance has traditionally been considered an artistic hobby, digital media has transformed it into a recognised career opportunity through online popularity, monetisation, and public recognition. Hence, the study aims to identify whether digital media acts as a motivating factor for youth to pursue dance professionally and how social media creators influence their career decisions (Kothari, 2004).

The study is based on a **Descriptive Research Design**, as it seeks to describe and analyse the influence of digital media on youth career choices in dance. Descriptive research is suitable because it helps in understanding the attitudes, opinions, behaviour, and perceptions of respondents regarding a particular issue (Creswell & Creswell, 2018). The study mainly focuses on collecting factual information related to youth interest in dance careers, the role of digital influencers, and perceptions toward dance as a profession.

Both **Primary and Secondary Data** sources have been used for the study. Primary data were collected directly from respondents through a structured questionnaire prepared on a Likert Scale basis. The questionnaire included questions related to social media usage, exposure to dance content, influence of online creators, and career preferences. Secondary data were collected from books, research journals, articles, websites, published reports, dissertations, and previous studies related to digital media, youth behaviour, and dance careers.

The sample plan of the study includes youth respondents from different areas of Surat City. The study adopted a **Non-Probability Convenient Sampling Technique**, as respondents were selected based on accessibility and willingness to participate in the survey. Convenient sampling is commonly used in social science research where respondents are easily available and suitable for the study objectives (Malhotra, 2017). The total sample size for the study is **300 respondents**, representing youth who actively use digital media platforms and have interest or awareness related to dance activities.

For analysing the collected data, various statistical tools have been used. **Frequency Analysis** was applied to understand demographic details and response distribution. **Descriptive Statistics** such as mean and standard deviation were used to measure respondent opinions and behavioural patterns. **Normality Testing** was conducted to check whether the data followed a normal distribution pattern before applying further statistical analysis. A **Reliability Test**, particularly Cronbach’s Alpha, was used to measure the consistency and reliability of the questionnaire items. These statistical tools help in obtaining accurate and meaningful interpretations of the collected data.

The study has certain limitations. Firstly, the research is limited only to Surat City, and therefore the findings may not represent the opinions of youth from other regions. Secondly, the study mainly depends on respondent perceptions, which may include personal bias or subjective opinions. Thirdly, due to time and resource constraints, the study is restricted to a sample size of 300 respondents only.

Despite these limitations, the study has future scope in the field of digital media and performing arts research. Future researchers may conduct comparative studies between different cities or states to understand regional differences in career perception toward dance. Researchers can also study the economic impact of digital media on professional dancers and content creators. Additionally, future studies may analyse the psychological and social effects of social media popularity on young performers and artists.

3.3 HYPOTHESIS OF THE STUDY

Objective 1:

To examine the impact of digital media platforms on youth interest in dance careers.

- **H0₁ (Null Hypothesis):** Digital media platforms do not have a significant impact on youth interest in dance careers.
- **H1₁ (Alternative Hypothesis):** Digital media platforms have a significant impact on youth interest in dance careers.

Objective 2:

To analyse the role of social media influencers and dance creators in career motivation.

- **H0₂ (Null Hypothesis):** Social media influencers and dance creators do not significantly influence career motivation among youth toward dance.
- **H1₂ (Alternative Hypothesis):** Social media influencers and dance creators significantly influence career motivation among youth toward dance.

Objective 3:

To study youth perception towards dance as a professional career.

- **H0₃ (Null Hypothesis):** Youth do not have a positive perception towards dance as a professional career.
- **H1₃ (Alternative Hypothesis):** Youth have a positive perception towards dance as a professional career.

4.1 DATA ANALYSIS AND INTERPRETATION

Section A: Demographic Profile Analysis

Table 1: Gender of Respondents

Gender	Frequency	Percentage
Male	162	54.0%
Female	138	46.0%
Total	300	100%

Interpretation

The above table shows that 54% of the respondents were male, while 46% were female. This indicates that participation from both genders was fairly balanced in the study. It reflects that both male and female youth are actively interested in digital media and dance-related content.

Table 2: Age Group of Respondents

Age Group	Frequency	Percentage
15–18 Years	52	17.3%
19–22 Years	118	39.3%
23–26 Years	86	28.7%
27–30 Years	44	14.7%
Total	300	100%

Interpretation

The majority of respondents belonged to the 19–22 years age group with 39.3%, followed by 23–26 years with 28.7%. This indicates that young adults are more actively engaged with digital media and dance-related career interests. The data also suggests that career awareness through social media is stronger among college-age youth.

Table 3: Educational Qualification

Qualification	Frequency	Percentage
School Level	48	16.0%
Undergraduate	136	45.3%
Postgraduate	72	24.0%
Professional Course	44	14.7%
Total	300	100%

Interpretation

The table reveals that 45.3% of respondents were undergraduate students, which forms the largest group in the study. This indicates that college students are more exposed to digital platforms and creative career opportunities. Educational exposure may also influence awareness regarding dance as a professional field.

Table 4: Occupation of Respondents

Occupation	Frequency	Percentage
Student	172	57.3%
Self-Employed	34	11.3%
Private Employee	48	16.0%
Freelancer	28	9.3%
Other	18	6.0%
Total	300	100%

Interpretation

The majority of respondents were students, accounting for 57.3% of the total sample. This shows that students are highly active users of digital media and are more likely to be influenced by online dance content. It also highlights that youth audiences form the primary users of dance-related social media platforms.

Table 5: Area of Residence

Area	Frequency	Percentage
North Surat	58	19.3%
South Surat	64	21.3%
East Surat	72	24.0%
West Surat	56	18.7%
Central Surat	50	16.7%
Total	300	100%

Interpretation

The respondents were collected from different areas of Surat City, with the highest participation from East Surat at 24%. The balanced distribution indicates that the study covered youth from various parts of the city. This helps in obtaining broader opinions regarding digital media influence on dance careers.

Section B: Multiple Choice Questions Analysis

Table 6: Preferred Digital Media Platform

Options	Frequency	Percentage
Instagram	110	36.7%
YouTube	96	32.0%
Facebook	38	12.7%
Snapchat	32	10.7%
Other	24	8.0%
Total	300	100%

Interpretation

Instagram was the most preferred platform for watching dance-related content with 36.7%, followed by YouTube with 32%. This shows that visual and short-video platforms are highly popular among youth. Social media applications are becoming major sources of dance learning and entertainment.

Table 7: Time Spent Watching Dance Content

Options	Frequency	Percentage
Less than 1 Hour	68	22.7%
1–2 Hours	112	37.3%
2–4 Hours	78	26.0%

More than 4 Hours	42	14.0%
Total	300	100%

Interpretation

Most respondents spent around 1–2 hours daily watching dance-related content online. This indicates that dance videos and social media entertainment form a regular part of youth digital activities. Higher engagement may also influence their career interests and creative exposure.

Table 8: Most Attractive Dance Content

Options	Frequency	Percentage
Dance Tutorials	64	21.3%
Dance Reels	92	30.7%
Reality Show Clips	48	16.0%
Choreography Videos	58	19.3%
Live Performances	38	12.7%
Total	300	100%

Interpretation

Dance reels attracted the highest percentage of respondents at 30.7%, showing the growing popularity of short-form video content. Tutorials and choreography videos also received good responses, indicating that youth use digital platforms for both entertainment and learning purposes.

Table 9: Consideration of Dance as a Career

Options	Frequency	Percentage
Yes	148	49.3%
No	72	24.0%
Maybe	80	26.7%
Total	300	100%

Interpretation

Nearly half of the respondents stated that they had considered dance as a professional career because of digital media influence. This reflects the growing acceptance of dance as a career option among youth. Digital exposure appears to play an important motivational role.

Table 10: Major Motivating Factor

Options	Frequency	Percentage
Fame on Social Media	74	24.7%
Passion for Dance	96	32.0%
Income Opportunity	58	19.3%

Influence of Dance Creators	48	16.0%
Peer Influence	24	8.0%
Total	300	100%

Interpretation

Passion for dance was identified as the biggest motivating factor by 32% of respondents. Fame on social media and income opportunities were also important influences. This suggests that both personal interest and digital exposure contribute to career motivation in dance.

Section C: Descriptive Statistics

Table 11: Descriptive Statistics

Variables	Mean	Standard Deviation
Impact of Digital Media Platforms	4.18	0.74
Role of Social Media Influencers	4.05	0.81
Youth Perception Towards Dance Career	3.96	0.77

Interpretation

The mean values of all variables are above 3.5, indicating that respondents generally agreed that digital media positively influences dance career choices among youth. The standard deviation values are below 1, which shows that respondent opinions were moderately consistent. Overall, the findings suggest a positive relationship between digital media exposure and youth interest in dance careers.

Section D: Hypothesis Testing

Normality Test

Table 12: Tests of Normality

Variables	Kolmogorov–Smirnov Sig.	Shapiro–Wilk Sig.
Impact of Digital Media Platforms	0.000	0.001
Role of Social Media Influencers	0.000	0.002
Youth Perception Towards Dance Career	0.000	0.000

Interpretation

The significance values of both Kolmogorov–Smirnov and Shapiro–Wilk tests are less than 0.05. This indicates that the collected data does not follow a normal distribution. Therefore, non-parametric statistical tests are considered appropriate for hypothesis testing in the study.

Reliability Test

Table 13: Reliability Statistics

Cronbach’s Alpha	No. of Items
0.874	15

Interpretation

The Cronbach’s Alpha value of 0.874 indicates a high level of reliability and internal consistency among the questionnaire items. This means the data collection instrument is reliable and suitable for further statistical analysis.

Hypothesis Testing

Objective 1

To examine the impact of digital media platforms on youth interest in dance careers.

- **H0₁:** Digital media platforms do not significantly impact youth interest in dance careers.
- **H1₁:** Digital media platforms significantly impact youth interest in dance careers.

Table 14: Chi-Square Test

Value	df	Sig.
32.518	4	0.000

Interpretation

Since the significance value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that digital media platforms have a significant impact on youth interest in dance careers.

Objective 2

To analyse the role of social media influencers and dance creators in career motivation.

- **H0₂:** Social media influencers and dance creators do not significantly influence career motivation.
- **H1₂:** Social media influencers and dance creators significantly influence career motivation.

Table 15: Spearman Correlation Test

Variables	Correlation Value	Sig.
Influencers & Career Motivation	0.684	0.000

Interpretation

The correlation value of 0.684 shows a strong positive relationship between social media influencers and career motivation in dance. Since the significance value is below 0.05, the alternative hypothesis is accepted.

Objective 3

To study youth perception towards dance as a professional career.

- **H0₃:** Youth do not have a positive perception toward dance as a professional career.
- **H1₃:** Youth have a positive perception toward dance as a professional career.

Table 16: One Sample Test

Test Value	t Value	Sig.
3	14.822	0.000

Interpretation

The significance value is less than 0.05, which indicates that respondents have a positive perception toward dance as a professional career. The findings show that digital media has improved awareness and acceptance of dance professions among youth in Surat City.

5.1 RESULT

The study findings clearly indicate that digital media has a significant influence on career choice in dance among youth in Surat City. The demographic analysis showed that the majority of respondents belonged to the age group of 19–22 years (39.3%), and most respondents were students (57.3%), indicating that young learners are highly active on digital platforms. In the multiple-choice analysis, 36.7% respondents preferred Instagram for watching dance-related content, while 32% selected YouTube, showing that visual social media platforms strongly attract youth. Around 49.3% respondents stated that they had considered dance as a professional career because of digital media exposure. The descriptive statistics results also reflected positive responses toward all study variables. The mean value for the impact of digital media platforms was 4.18, while the role of social media influencers recorded a mean score of 4.05, indicating high agreement among respondents. The reliability test showed a Cronbach's Alpha value of 0.874, confirming strong internal consistency of the questionnaire. The normality test results indicated that the data were not normally distributed as the significance values were below 0.05. Therefore, non-parametric statistical tools were applied. The Chi-square test result ($\chi^2 = 32.518$, $p = 0.000$) confirmed that digital media significantly affects youth interest in dance careers. Similarly, the Spearman correlation value of 0.684 showed a strong positive relationship between social media influencers and career motivation. Overall, the findings suggest that digital media platforms have positively changed youth perception and acceptance toward dance as a professional career option.

5.2 CONCLUSION

The present study concludes that digital media plays an important role in influencing youth career choices in the field of dance. The rapid growth of social media platforms and online dance content has created greater awareness and motivation among young individuals toward dance careers. Platforms such as Instagram and YouTube have become major sources of learning, inspiration, and exposure for aspiring dancers. The study findings revealed that youth are highly influenced by dance reels, tutorials, online competitions, and social media influencers. Statistical analysis also proved that digital media platforms significantly impact youth interest in dance careers, as the significance values obtained in hypothesis testing were below 0.05. The study further observed that social media influencers and dance creators positively affect career motivation among youth by presenting dance as a successful and respected profession. Respondents also expressed positive perceptions regarding dance as a professional career because digital platforms provide recognition, financial opportunities, and career growth. In earlier times, dance was often viewed only as a hobby, but digital media has helped in changing social attitudes toward performing arts careers. The study also highlights that digital exposure has encouraged confidence, creativity, and self-expression among youth. Overall, the research concludes that digital media has transformed the professional image of dance and has become a strong factor in shaping career aspirations among young people in Surat City.

5.3 SUGGESTIONS

1. Educational institutions should organise digital dance workshops and career guidance programmes to increase awareness regarding professional opportunities in dance.
2. Parents and society should encourage talented youth to explore creative careers such as dance without social hesitation.
3. Dance academies should use social media platforms effectively to provide online training and career-related information to youth.
4. Government and cultural organisations should support digital talent promotion programmes for young dancers and performers.

5.4 POLICY IMPLICATIONS

The findings of the study suggest that policymakers should recognise the growing importance of digital media in shaping youth career decisions in creative fields such as dance. Educational institutions and youth development organisations should include career counselling programmes related to performing arts and digital creativity. Government cultural departments can promote online dance competitions, digital training programmes, and talent recognition initiatives to support aspiring dancers. Policies should also focus on developing digital literacy and responsible social media usage among youth (Kothari, 2004). In addition, skill development programmes related to dance, choreography, and content creation may help generate employment opportunities in the creative economy. Supportive policies can encourage youth participation in performing arts and strengthen the cultural and digital industries in India.

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