



## IMPACT OF SOCIAL MEDIA ON YOUNSTERS IN INDIA

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### ABSTRACT

Today, young people in India use internet and social network more than any middle-aged person. Now days, students are easily getting diverted from the studies because of social networking sites like Orkut, Twitter, Facebook, etc. more time is spending in these kinds of social sites by the youth. Though there is a risk of losing privacy and safety, the youngsters give more importance to such sites as they give chance for getting in contact with classmates, friends and people with common likes and dislikes. Social media has been an important factor in the lives of the people all over the world and providing people a much easy needed connect from shopping to electronic mails, education and business tool. The Social networking sites are giving a window of opportunity for people to connect with parents, relatives and friends who are at a distance or beyond geographical boundaries and reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. The sample size of the study is 100. A questionnaire is designed to find out the various factors of social media that have impact on youngster's perception of society. The current research also analyses the advantages and disadvantages of social media and the role of parents and teachers in prevention of misuse of social media.

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## INTRODUCTION

The biggest phenomenon of information revolution started with the social media boom which has taken the world by storm. The surge of the social media has been so powerful that the global village is growing smaller and dissemination of communication bigger. Social interaction is considered a very important site, including social networking sites such as Facebook, MySpace, Twitter; gaming sites and virtual worlds video sites such as YouTube and blogs offering today's youth a portal for entertainment and communication and have grown to millions of users exponentially in recent years. Social media has been an important factor in the lives of the people all over the world and providing people a much easy needed connect from shopping to electronic mails, education and business tool.

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The Social networking sites are giving a window of opportunity for people to connect with parents, relatives and friends who are at a distance or beyond geographical boundaries and reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. In the current scenario a majority of the young people are woven by the social media and youngsters are conversing and communicating with their friends and groups by using different social media devices every day.

### OBJECTIVES

- 1) To analyse the Impact of social media on youngsters
- 2) To analyse pros and cons of usage of social media on the young minds
- 3) To analyse the role of parents and teachers in preventing the misuse of social media sites.

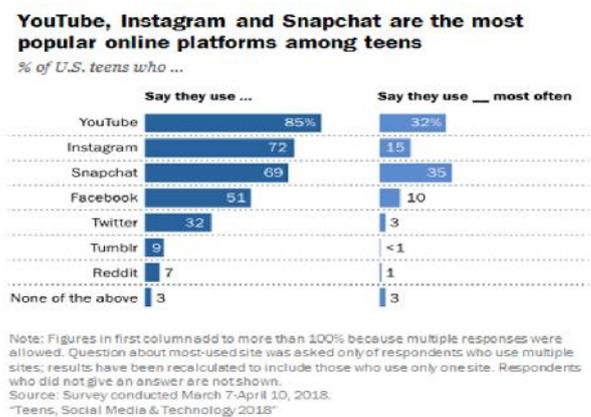
**REVIEW OF LITERATURE:** This section presents a review of the research studies related to impact of social media on

youngsters in order to determine which areas have already been explored to undertake this work. Halakerimath and Danappagoudra (2017)<sup>1</sup> studied the impact of social media on youth. The study focussed on the Impact of Social Network sites in the education of youth. This study was held in the area of Hubli-Dharwad in the State of Karnataka. A sample of 50 respondents were selected for the study. The findings of the study indicated majority of the respondents (78%) felt that social media is creating awareness among the youngsters. As a part of this study, independent variables like Age and Gender (demographic variables), Course of Study and dependant variables like Opinion of respondents regarding social media usage were taken. Majority of the respondents were satisfied with the browsing information by various Search engines and they were using Internet for doing assignments and searching academic related materials. A majority of the respondents are of the opinion that social media is vital in creating political awareness among youngsters. Borden<sup>2</sup>, former vice president of instruction and academic strategy at Pearson, notes that social media extends learning far beyond the classroom, allowing students to interact with specialists in various fields. And when used correctly, different social platforms can get students to practice “lower-level thinking” at home and prep them for “higher-level thinking” in the classroom, according to a National Education Association article.

O’Keeffe and Clarke (2011)<sup>3</sup> analysed the Impact of Social Media on Children, Adolescents, and Families. The researchers focus on social media use by Tweens & Teens reflects on the dramatic increase in the last 5 years when the number of pre-adolescents and adolescents using such sites had a great impact. The recent polls predicted that 22% of teenagers log on to their favourite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day. It was also found out that seventy-five percent of teenager’s own cell phones and 25% of them use for social media, 54% use them for texting, and 24% for instant messaging. Thus, a large part of this generation’s social and emotional development is occurring while on the Internet and on cell phones. The social media to a large extent helps the young and old alike to connect with one another as well helps to enhance learning opportunities on various subjects, homework and projects too. Apart from classroom learning it enriches their learning through outside environment which helps in their assignments. For example, using blogs for posting their creative work reinforces a youngster to give expression to their skills.

Most often the adolescents do not realise that using social media becomes a risk to adolescents due to inappropriate content; lack of understanding of online privacy issues; and other issues related to cyber bullying and online harassment. Another important and worrying factor is sexting which means “sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phone, computer, or other digital devices.” It is more nuisance when the teens post nude, semi-nude or videos of themselves or involve in pornography. The consequences of their behaviours as juvenile-law misdemeanours leading to school suspension for perpetrators and emotional distress with accompanying mental health conditions for victims. The biggest threat to young people is lack of awareness of privacy issues often posting inappropriate messages, pictures, and videos without understanding that such illegal Internet activity can lead the marketers and fraudsters to target the young and the innocent.

Siddiqui and Singh (2016)<sup>4</sup> contemplated the effect of Social Media on Youngsters. Nowadays youngsters are interlaced by the social media involved in discussion and message with their friends and groups by consuming different media and devices every day. Most of the youngsters are not only in touch with networks and their peer groups in schools and colleges, but also with complete strangers through social media, instant messaging etc. As per the findings of BBC news research in 2013 it was revealed that 67 percentage of users are from Facebook who are usually surfing and they are well among most users. The study also highlighted on the frequency of usage of the web, smart phones, virtual games by youngsters. The study also focussed on Constructive Impact on Youngsters trying to emphasise on young people to be in touch with each other by providing useful information over social interacting platforms. On the other hand when we look at the Detrimental Impacts of Social Media on Young People, it’s not very evident that whom we are referring the word “strangers” the context of social media. Moreover, all types of heinous crimes might be effortlessly done by sharing lot of information on social media. There are innumerable number of cases registered in police station against the adults who have targeted young children by luring them into such cybercrimes. It is also observed that majority of the youngsters do not properly utilise time on social sites like chatting which also effects their health and some useless blogs influence youth extremely that they become violent and can take some inappropriate actions. According to the survey by Pew Research Center of U.S. adults it was found that the social media environment in early 2018 is characterized by a mix of long-term initiatives and newly emerging trends



Specifically, a majority of US adults are using either Facebook or You Tube. On the contrary, young Americans in the age group of 18-24 are found to be using a variety of social media platforms apart from face book and You tube, among these 18-24 age category, it was found that 78% of youngsters are using snapchat followed by 71% youngsters in the same age group were using Instagram and 45% are users of twitter. Bhati and Bansal (2019)<sup>5</sup> observed the effects of Social Media on Indian Youth. Undoubtedly Social Media has its own merits and demerits, advantages and disadvantages, positive and negative effects but leads to consequence by excessive use of Social Media affecting the lifestyle of youth resulting in increased health problems and change in behaviour. Social Media as a platform is growing by leaps and bounds supporting people in showcasing their skill, talent and out of the box ideas on Social Media. There is a significant rise in social media influencers in earning good revenue through social media. Platforms like YouTube, Instagram, TikTok etc made some of the highest

earning and social media Stars making lakhs, just by posting their content online. Social media is not just having positive effects, but the negative effects do outweigh the positive effects. Many teenagers are shy, introvert and aloof and in such situations the social media is a launching pad that supports the young to communicate and share their ideas and thoughts without hesitation to build their social skills. It also helps many teenagers to overcome their depression and these type of site like soothing balm providing compassion and relief from stressful situation. Besides, there are many harmful effects on the youth today because of the negative impact of social media. Time and again the young are becoming addicted to use of social media because of heavy dependence as well as excessive use isolating them from the rest of the world.

This addiction is ignored by majority of the people and not only the young even other older people being a prey to social media. It is not just addiction but there are many side effects to one's personality more so the youngsters in India where it can lead to physical ill health and psychological problems inducing disorders in the young. According to one study, Social Media causes lack of concentration. But hope is not lost if the youngster, teachers sort the problems at the earliest stage and make the youth of today to come out of this addiction. For parents, one of the major preventions to make the children realize that social should be used for the good and make limited use. Now a days the parents do not have time nor focus their attention on their young child for the simple reason because life is fast paced. Parents should ensure to keep an eye on their child's behavior and actions which is not happening which is why the child takes undue advantage of the situation and he or she becomes a victim of such circumstances. Parents need to spend time with the child to monitor their actions until come of age and maturity to start leading their life to know what is good or bad for him or her. For teachers and administrators they must organize orientation programs, brain storming sessions time and again along with counseling interventions to make the students realize the positives and negative effects of usage of social media and make them believe that it is for their own welfare and development. It is in their own interest that teachers must use social media responsibly and guide them at a deeper level and connect more strongly with them which will pave way for the youth of today to become socially responsible members of the society.

The social networking sites are financially viable and feasible, and accepted by all age groups in India. But considering the social applications it is waste of time if it is excessively used and misused. Initially the use of social networking was limited to corporates and businesses for connecting with peers, customers, clients with twitter handle, Facebook accounts or WhatsApp mentioned on business and visiting cards. Social networking has now branched to include friends, family associates and classmates as well. Social networking offers several opportunities like access to information, videos, extension of social group, ability to express, learning opportunities, seeking and maintaining friends and relatives.

There are also apprehensions as far as increasing the accessibility of students to social media sites, especially related to learning disabilities. Research also indicates that such disruptions can considerably damage a student's capability to incorporate subject matter into their long-term memory. Today, more than ever, students are absorbing information in different ways, so using current technology to reach out to them will only strengthen teaching practices and helping

parents to gain a deeper understanding of what it is and how it can improve their children's education.

## METHODOLOGY

The study intends to find out the Impact of social media among undergraduate level students. A questionnaire was distributed randomly to a total of 100 respondents in the IFIM Institutions. The questionnaire was divided in two sections. One dealt on the demographic questions and the respondents were required to respond on their gender and their field of study. Whereas the second section deals with more specific questions provided with the agreement using Likert scale measurement on a 5 point scale where 1 means strongly disagree and 5 means strongly agree. There 25 items total put together for the fill up of the answers. The respondents represented a homogeneous mix of male and female students of IFIM college .

### DATA ANALYSIS AND INTERPRETATION:

**Dependent Variable: Societal change:** Table 1 represents the R square value coefficients of determination of social media has 72% impact on the academics of the students. The rest of the 25% depends on various other criteria.

## DISCUSSION

This research was designed to evaluate the effects of social media on the youngsters and societal change. The results of descriptive analysis show that most of the youngsters believed that the various social media are very useful tools in their studies. So, it is expected that social media positively affect youngster's societal perception. The results interestingly describe that teen mostly use social media in a good manner; that is to use social media as a study material and therefore, to improve their knowledge and information. In this fast-growing world, students can completely rely on social media and the networking sites for gaining knowledge and to collect study materials. There are many online learning applications too, makes learning easy and enjoyable. Reference materials and research guidance are also easily available in online sites. The youngsters also use social media as a mode of entertainment and to connect with new people. Gone are those days when the young members of the house waited for their chance to get the TV remote. Today they have so many entertainment programs in the social media that no longer need to wait for their chance to watch TV. Now, internet caters to all their needs. They can watch from movies to talk shows, from news to latest fashion updates. Social media not only caters to our entertainment, but also it helps students to communicate to their close ones to resolve their subject related queries, and they identify social media as the most powerful tools utilized for communication as well. Social media enables them to be in touch with peers and friends in order to improve their communication. today, many people are away from their near and dear ones. Sometimes families and friends of people stay very far from each other and, in this matter, social media comes to a rescue. Various social networking sites like Facebook, Instagram etc. helps people to connect with each other even when they are in the other corner of the world. It enables users to communicate with one another, to revise, to develop and communicate new methods of textual, audio and visual content.

Table 1. R Square Value of Social Media and societal change

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. Change	F	Durbin-Watson
1	.853	.727	.595	.30194	.567	7.855	14	84	.000		1.448

Table 2. Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.619	.390		4.148	.000
	SM1	-.007	.049	-.017	-.192	.848
	SM2	-.053	.045	-.094	-1.159	.250
	SM3	-.023	.053	-.046	-.497	.620
	SM4	.046	.065	.066	.717	.476
	SM5	-.053	.041	-.124	-1.324	.189
	SM6	.002	.050	.006	.057	.955
	SM7	-.091	.080	-.123	-1.148	.254
	SM8	.071	.066	.107	1.104	.273
	SM9	.012	.052	.018	.208	.835
	SM10	-.004	.053	-.005	-.068	.946
SM11	.111	.060	.170	1.859	.067	

Table 2 represent the value of coefficients

It has an important role in everybody's lives because it helps us effectively in each step of life such as the economic, educational and political fields. The study outcomes also asserted that many students spend their time in social networking sites which also leads to poor academic performance. Some students are getting distracted by these kinds of social sites and spend lot of time browsing around. They waste lot of time in the web world and does not focus much on their academics. Therefore, end result reflects in poor academic performance. The students should be able to divide their time intelligently. Be sure about how much time should they will utilize for entertainment and for their studies. They should know about the boons and curses of these sites so that that cannot deceive them and distract them from their studies and other academic related performances.

## CONCLUSION

This paper shows the result of the survey of impact of various social networking sites on youngsters and their perception. It is identified that youngsters are interested on using Facebook, twitter, and other similar media. However, teachers and their learners are presently trying to bring learning out of the four walls of the classroom through internet and networking sites. But the progression also brings in hurdles, including the reality that many institutions still restrain in internet world within their boundary walls. People hesitate to explore or and elders restrain the young ones from social networking sites. The students should be made aware of how social network can be of a great use to them if they use it in a correct way. They should be told that, almost much of the information shown on the social network is not true or half-true. Therefore, they should know how to differentiate the things and information that they really want from it. Sometimes, we feel angered at those people who post misleading information on social media. We then think that these people should be brought in front of the law and should be punished.

Though we feel angered and annoyed while going through this information, yet we do have the similar character of advertising post at others. This is one of the few curses of social networking sites. Day by day the number of users is rising as the students have started using internet and getting addicted to it. This study shows that the web-world is taking its reign over the real world. Many have a huge number of friends in their friend list, but they are lacking true friends and friendship. Young students are becoming self-centred. Social ethics is disappearing. To conclude the suggestion would be that life will be always great through properly balanced social media use as well as of social networking sites. Too much of anything will be poisonous which is the universal truth. Therefore, all should be cautious as well as clear when using new technologies in life especially the youngsters they will not be able to come out of its ill effects and it will harm generations to come if it is not used properly.

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