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Dr. Anjula Rajvanshi
Assistant Professor
Department of Sociology
RG PG College, Meerut, India.

Social media: The inevitable and pertinent influence in the lives of Indian youth

Dr. Anjula Rajvanshi

Abstract

Today in India particularly among the Indian college students the usage of Social Networking Sites (SNS) has significantly increased and it certainly has far reaching impacts on the academic and other activities of the students. The average person now spends more time each day on their mobile phone and computer than they do sleeping. A study of 2015 shows that the average time spent on social network per day is 1.72 hours and the average number of hours a teenager spends online per week is 27 hours.

Keywords: Awareness, National Youth Policy, Scrapping, Social Media, Virtual Co-Presence.

1. Introduction

Internet is very big evolution of technology but when we talk about the social media. The social media is “the relationships that exist between networks of people”. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. These websites are powered by many international companies because these websites are centrally visited by millions of people thus companies can get benefit of advertisements, this is how social networks are get paid; user can register himself free of cost in social networking sites like www.facebook.com www.linkedin.com and www.twitter.com etc. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. From open the eyes in the morning and close the eyes in the night, most of the public is busy with social media. Youth defined as those aged 15 to 29 in the National Youth Policy (2014). This age group constitutes 27.5% of India’s population. The 2011 Census counted 563 million young people from 10 to 35, according to the 12th Five-Year Plan Vol. II (2013). Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people’s living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth. This study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. Communication on social media networks has been characterized as a form of “virtual co-presence,” a “sustained conversation,” again involving “lightweight” communication such as providing status updates on SNSs. It has also been regarded as a continuation of the process whereby young people “keep tabs” on each other (as in the case of texting).

What is social media? According to Murthy (2013:7-8) Social media has been broadly defined to refer to ‘the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships.’ (Narula (2006:65)^[9] said that in the last six decades the communication revolutions in ICTs have impacted the social and working lives of people around the world. The salient examples are computer and video technologies in India from 90s to date. In India, the adoption of computer was resisted in 90s. It had gone through the stages of anxiety, fear and apprehensions of losing job. The literature on youth and the internet, perhaps more than

Correspondence

Dr. Anjula Rajvanshi
Assistant Professor
Department of Sociology
RG PG College, Meerut, India.

that on mobile phones, provides examples of the benefits from and opportunities related to social media, including creativity, developing more social skills, and facilitating socializing among young people. However, such positive comments are sometimes a precursor to listing concerns about what young people experience online. This has been framed in terms of the concept of "risk." There is a substantial body of writing about potential negative aspects

of youth online, but to put that in perspective, researchers have pointed out that these echo a long history of concerns about youth generally, and, specifically, about their experience of each new ICT (Critcher, 2008) [4]. In 2000 decades, it is now well accepted and ubiquitous. We can understand the revolution of communication technology by the below given chart.

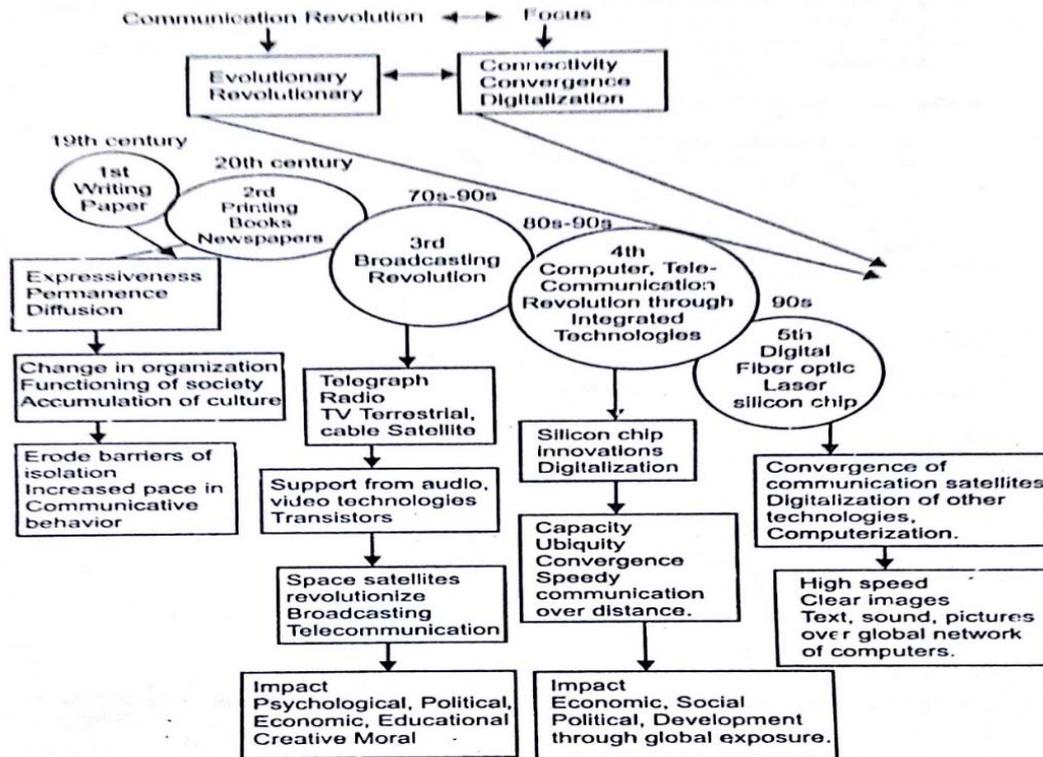


Fig. 4.1. Communication Technology Revolutions

In general, college students are more interested in using advanced technology in every field compare to any other age group. It is also true in the case of medium of communication. In the category of users of SNS the majority are youth. In India too this fact is acknowledged by the various studies and hence today the usage of SNS has become large part of the student's lives in India. The EDUCAUSE data showed that the percentage of students who said they never use SNS has fallen from 25% to 11% in 2008. In a recent study on Social Networking Sites Preeti Mahajan tried to look at the impacts of SNS on Indian society, through linguistic and cultural perspectives. The article entitled "Use of social networking in a linguistically and culturally rich India" describes some of the top Indian SNS and pinpoints some instances where people have used such sites to raise their voice against the bad elements harming people's culture. The study helps us to enhance the current situation about social networking in India. According to the study Indians are using the power of social networking like Facebook to combat a rising vigilantism against activities certain groups feel are not in keeping with the spirit of Indian culture. Study says a social networking site enables us to stay connected despite the hindrances of distance and time. According to Aneja Kumari (2009:156) [11] Globalisation extends to multiple domains: finance, economics, technology transfer, the circulation of ideas, cultural practices, models of life, tourism, crime, solidarity itself.

History of Social Sites

In mid of 1990's social media sites are born with Web 2.0 technology included www.Classmates.com in 1995 focusing on ties with former school mates, and www.SixDegrees.com in 1997 focusing on indirect ties. User profiles can be created, messages sent to a friend's list and other members found out from their profiles. These websites are simply were not profitable and eventually shut down due to fewer features. In 2003 a new face of social network website www.linkedin.com and www.myspace.com was reportedly getting more page views than Google, with Facebook, a competitor, rapidly growing in size. In 2005, www.Facebook.com began allowing externally developed add-on applications, and some applications enabled the graphing of a user's own social network - thus linking social networks and social networking. www.orkut was quietly launched on January 22, 2004 by Google, the search engine company which is now quite popular in India, USA and Brazil. Various social networking sites have sprung up, catering to different languages and countries. It is estimated that, combined there are now over 200 social networking sites using these existing and emerging social networking models. The Chief among them are: Scrapping is similar to instant messaging but the text is also available to public view. Though there are privacy options to show scraps only to friends, it's not a personal means of communication like e-mail or instant messaging. Profile setting is a means of exhibiting the profile user's personality/identity as how they want themselves to be perceived by the profile viewers.

Statement of the Problems

The study was design to analysed the impact of social media on youth, how social media is influencing on youth in different aspects of social life, political awareness, religious practices, educational learning, trends adopting, sports activities and so on.

Methodology of the Study

The population of the study contains on girls youth of college. The descriptive method was used to carry this study. And survey type research was conducted in the college, through the questionnaire through informal talks to know the impact of social media on youth and statements was developed related to the various aspect of youth's life and society. In my research paper I have discussed with 50 Under Graduate Art Side students of the college as per their availability in Meerut, a city of Uttar Pradesh, India. They all are studying in UG students and running in between the age of 16 to 18 years. I have discussed these four questions with them.

- 1- How Much Time Per Day Do You Spend On Social Media? (Including Facebook, Twitter, What's app, Gaming Sites, Blogs, etc.)
- 2- How Social Media Benefited for Youth?
- 3- Disadvantages of social media for today's Youth?
- 4- How can Youth control the undue advantages of social media?

Significance of the Study

This study is expedient to apply social media in right direction for youth and create cognizance among youth that proper use of social media become a solid tool to educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youth it is also create an responsiveness that how it is effecting the social life the deteriorate social norm, society standards and ethics of society and create awareness among youth the aspect of social media.

Hypothesis of the Study

- 1- It is likely to say that Social media is creating awareness for youth in better leaving style.
- 2- It is likely to say that Social media is swift source of information and entertainment for youth's interest.
- 3- It is likely to say that Social media is great facilitator for youth in the field of education.
- 4- It is likely to say that youth is utilizing social media in positive way.

Objectives of the Study

- 1- To analyse the influence of social media on youth social life.
- 2- To assess the beneficial and preferred form of social media for youth.
- 3- To evaluate the attitude of youth towards social media and measure the spending time on social media.
- 4- To recommend some measure for proper use of social media in right direction to inform and educate the people.

Impact of Social Media on Indian Youth

Social media having various impacts on youth's life in both ends some time impacts are in the favour of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set

of cool tools for involving young people. Social media impact on youth on both ends good and bad social media is one of most influences impacting source throughout the world. Youth is highly involved in social media. There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, What's app, Google +, Instagram, gaming sites, and blogs. In order to make the right choices.

As per result expected maximum youths are spending more than 4 hours per day On Social Media. Most of them are on Facebook, Twitter, What's app, Gaming Sites, Blogs, etc. They are using these sites for gaming, chatting, express and share their views and sending photos & videos. Using social media is status symbol.

Advantages of Social Media

(i) Education

- Teachers are able to easily collaborate and communicate with students and one another.
- Students have easy, free access to resources online to help them learn.
- Students are taking interest in their studies.
- Students are being aware globalised study material.
- Most of the students are maintaining a group and share their studies points on it.
- They are searching different topics, lines, careers, opportunities, online classes and question sets on social media.
- Most of the student users report that they use social networking to discuss educational topics and use the sites to talk about school assignments.

(ii) Politics

- Voter participation is increased. Facebook users said they are more likely to vote if they see that their online friends did. A general observation is that during the elections of 2014, users who visited Facebook more than once a day was 2.5 times more likely to attend a political rally or meeting and 43% more likely to say they will vote.
- Due to use of social media, most of the students are aware about students union, different political parties, their vision, value of their votes, rights of express their views, fundamental rights, new legislation etc.
- Social media facilitates political change: Online networks give social movements a quick, cheap method of disseminating information and mobilizing people.

(iii) Awareness

- In my study, youths get their news online.
- Information spreads faster online than any other media.
- They are satisfied about the work of news on social sites because they can express their views without any pressure or any working time.
- They use social media to know the political, national and social highlights & planning and cricket score.
- After the facility of internet pack on mobile, they are free to share and express their social or any problems on the social media and get the fruitful answers or solutions.
- Social networking provides academic research to everyone with online access, allowing people access to previously unavailable resources.
- Social media sites inform and empower individuals to change themselves and their communities.

(iv) Social Benefits

- Social media allow people to communicate with friends and this increased online communication strengthens those relationships.
- Youth can search their old friends and classmates on social sites.
- By the use of social media, they are free to run around the friend's residence or work place. Next, they do not need any vehicle.
- They are aware with others achievements, share their experience and learn the process of grow up the relationship.
- They are uniting without disturbing other's personal life.

(v) Job Opportunities

- Social media is useful for professionals. By the use of social sites, they can search for new and progressive field.
- It is helpful in marketing, connecting with other brands and finding business opportunities. Youth are interested to do online shopping. According to them, it is cheap, easy to purchase and on the cause of dissatisfaction we can return the item.
- With the help of social media, employers find employees and unemployed find work.
- Social media sites have created thousands of jobs and new avenues of income.

Disadvantage of Social Media

When we discuss about the disadvantages of social media, youths tells us-

- Copy- paste the school assignment. Less use of brain to prepare the assignment.
- Today's maximum minutes of the whole day spent on Facebook daily.
- A study showed that students who went online while studying scored 20% lower on tests.
- Social networking sites harm employees' productivity.
- Poor spelling or grammar is also the demerit of social media.
- Lack of Privacy. Most of the time no one read privacy policies and may be unaware that their information may be used by third parties.
- Social networking sites allow hate groups to recruit and distribute propaganda online.
- Hacking the account, identity theft, phishing frauds, and viruses are common online.
- Criminals use social media to commit crimes. Robbers can aware about the schedule of your outstation trip via social media.
- Sometimes some normal comments posted online become the reason of youth's sexual harassment.
- Extensive online engagement is the reason of personality and brain disorders like poor social skills, addictive behaviours and other emotional distress like depression, anxiety, and loneliness.
- There is no time for face-to-face interaction with loved ones. It enables the rumours and unreliable information.
- When alerted to a new post or tweet, it takes about 20 to 25 minutes for the average user to return to their original task.

Suggestions given by the students

In the reply of how can youth control the undue advantages of social media, youths explained that

- Try to use social media as a tool of progress, connection, cooperation, correlation and to gain knowledge.
- Change your attitude as per priority, over use of social media should avoid and after 20-30 minutes take a break from social media.
- Work and time management
- Don't upload personal photographs, personal information and private part of your life.
- Don't accept all friend's request without any checking.
- Social media is a learning tool of languages. Try to learn. So try to do original work. Don't do copy - paste.
- Don't engage in useless chatting and talks.
- No one will remember you as a good social media user. Only your achievements can remember and recognise by society. So think for your betterment.
- Make a schedule of daily life. Everything is important but excess of a thing is useless and harmful for your all aspects of life.
- Social media is a good tool to know latest information and opportunities but check it before apply.
- In the situation of any harassment and problems due to social media, discuss with your parents first and after that your social circle.

Conclusion

This research finds that the excessive users in the educational computer labs use the social media forms for comments, chatting, image, video sharing and texting etc. The users mostly face problems such as unwanted messages, unwanted friends request and controversial political links and unethical pictures and links, irrelevant religious and anti-religious messages and useless information. It has deliberately affected the physical and sports activities which is being replaced by social media. The educational computer labs must provide an organizational platform for the students and the researchers to make their use in an appropriate direction. There should be watchdog software in the server to hunt the students who are using these sites or these sites may be permanently blocked or a specific timing should be given to the students in the university hours for the use of social media websites. There should be extra-curriculum and awareness forum in the educational institution regarding the instruction about the positive usage of social media networking portals.

Since the last few years, the use of social media has significantly increased to make perception regarding the socio-political images. The users should be aware about the right to information which is provided to them from their respective states and societies. They should avoid defamation and hate speech on the social media forums. Healthy mind gets progress in healthy physique. They should be balanced in their life and give proper time to the co-curricular activities in their daily life routine. We see people checking smart phones every two minutes, looking for the latest tweet or status update. This is important yet difficult to retain the attitude that these sites may be useful, but that all they are—tools, not lifestyles. It's now becoming psychological illness. Safety is in our hand. Parents, Government, Police and others can help us after the incident. Previous research in spheres of social networking sites and its impact on college students in different global and demographic context provided an extensive secondary source base for the study. As with many technologies, adoption of the Internet especially for its social uses has seen its highest levels of usage among young college students in India. The majority of current college

students have had access to the Internet and computers for a large percentage of their lives. That they are aware of the danger and risk involved in these sites is a positive indicator that Indian college students are not only techno-savvy and socially active through social networking sites but they also possess social consciousness. There is no other society or any third party which could check for what actions are being performed by which user, so it is strongly recommended to check teenager's activities on social media websites and don't let them use social networking websites. It is also a strong recommendation for international and Government cyber control to take part and ban these type of social networking websites, other than government and jurisdiction, every parents should closely banned the use of social networks on their children and secure their future.

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