Social Media's Out-turn on Youth

Satya Kishan*

ABSTRACT

Social networking platforms provide a big forum for debate on current social issues that has previously gone unnoticed in today's environment. Social networking is one of children's and adolescent's most popular pastimes. These sites provide amusement and communication for today's youngsters, and they have become indispensable. Parents and instructors are unfamiliar of the nature of social media platforms, and so are unaware that not everyone present on them is safe for their children. The purpose of this study is to determine the influence of social networking sites on youngsters and the numerous issues that come with it. This is a survey sort analysis, and the data is gathered through tests. The survey is related to youth's preferred type of social media in order to determine their attitudes regarding social networking sites. Negative usage of social media is affecting inter relations; how negatively and positively is the generation affected by the use of these websites; and how will these websites help the youth understand how to utilise them effectively. Users on social media sites such as Facebook and Twitter are also highlighted in the research. The purpose of this research is to examine the developing concerns affecting youngsters as a result of their continual use of social media.

Keywords: Youth; Social media; Facebook; Twitter.

1.0 Introduction

An individual gets an opportunity on these social networking sites to create own profile having the choice to whom they want to connect and thus add in their own list which enables them the usage of features for chatting, video calling, blogging, and

*Assistant Professor, MATS University, Raipur, Chhattisgarh India (E-mail: imsatyakishan@gmail.com)

sharing of videos and photos. These web based services make people spend more time than usual. Thus make them addicted in such a way that the youth finds it very difficult to concentrate on work and prefer surfing on social networking sites. As everything comes with their pros and cons it depends on the individual, how much positivity he can extract. In the same way many people have been benefited where as others are challenged academically. It seems to be difficult for every individual to set their limit for the use of these social networking sites. It is a very common thing that instead of devoting time to work related research in web based services, youth started using social networking sites for the purpose which is not related to work. This paper will try to point out both the pros and cons of online networking which are in demand of our society.

1.1 Commonly used social media websites

1.1.1 Facebook

It is internet's largest social media network, both in terms of overall subscribers and brand awareness. Since its inception on February 4, 2004, Facebook has grown to over 1.59 billion monthly active users, making it one of the finest platforms for connecting people from all over the world with your company (Siddiqui & Singh, 2016). More than 1 million small and medium-sized enterprises utilise the site to market their business, which is understandable.

Twitter

We may believe that limiting our posts to 140 characters is no way to promote our business, but we will be surprised to learn that this social media platform has over 320 million monthly active users who can make use of the 140 character limit to communicate information (Siddiqui & Singh, 2016). Businesses may use Twitter to communicate with potential customers, answer inquiries, and provide the latest news while also targeting advertisements to specific audiences. Twitter was started on March 21, 2006, in San Francisco, California, and is headquartered there.

1.1.2 Google+

Google+ is amongst the most widely used social networking platforms nowadays. It is a must-have tool for any small business because of its SEO worth. Google+ was launched on December 15, 2011, and as of December 2015, it has 418 million active users.

1.1.3 YouTube

YouTube, the world's largest and best-known video-based online networking platform, was founded on February 14, 2005, by three former PayPal employees. Google later bought it for $1.65 billion in November 2006.YouTube has over 1 billion monthly visitors and is the second most popular internet search engine behind Google.

1.1.4 Pinterest

Pinterest is a relatively newcomer to the world of internet networking. This level includes electronic announcement sheets on which businesses can paste their content. Pinterest announced in September 2015 that it has reached a milestone of 100 million users (Siddiqui & Singh, 2016). Private businesses whose target market is mostly female should invest in Pinterest, as the majority of its visitors are female.

1.1.5 Instagram

Instagram is a social media internet networking platform. Facebook owns the site, which has more than 400 million active users. A large number of its customers use it to share information on travel, fashion, food, craftsmanship, and other related topics. The stage is also known for its incredible channels, as well as video and image changing features. Approximately 95% of Instagram users also have a Facebook account.

1.1.6 WhatsApp

WhatsApp messenger is a mobile, desktop, and tablet instant messaging application. To transmit photographs, texts, documents, audio, and video messages to other users who have the programme installed on their devices, this application requires an internet connection. WhatsApp Inc. was founded in January 2010 and bought by Facebook for $19.3 billion on February 19, 2004. Over 1 billion people utilise the service to communicate with their friends, family, and even clients.

1.2 Feature of social media websites

There are several advantages to social networking but it also has a lot of disadvantages. Instagram, Facebook, Twitter, LinkedIn, and Pinterest are just a few of the social networking platforms accessible. Table 1 lists some of the beneficial characteristics of social media, whereas Table 2 lists the bad aspects (Bhardwaj *et al.*, 2017).

Table 1: Positive Characteristics of Social Media

Advantages of education	Students and mentors collaborate on assignments and projects using social media. Students may get innovative ideas and strategies for their work through social media sites like Pinterest. Students and mentors use social media as an instructional resource, such as YouTube.
Politics	The use of social media has improved voting turnout. The majority of youngsters voted after viewing their friends' posts on Facebook. Online sites facilitate social movements in a timely and cost-effective manner.
Opportunities for employment	It's an excellent platform for marketing purposes. Thousands of online employment and income opportunities have arisen as a result of social media networks. According to search, 89 percent of young people have been recruited using LinkedIn, 26% via Facebook, and 15% via Twitter.
Awareness	The majority of young people acquire their news through social media. Information has been shown to spread quicker on social media than on any other medium. People may use social media to enlighten and empower themselves and their communities.
Social advantages	68 percent of students think social media sites have aided them during difficult times. 57 percent of teenagers feel that social media may help them make new friends.

Table 2: Negative Characteristics Of Social Media

Privacy issues	Most teenagers post personal information on social media without even reading the privacy policies. Many insurance firms use information from people's profiles to target advertisements to them. According to Google, most cyber-crimes start with social media hacking of personal information.
Users at risk of criminal activity	Sexual predators use social media to track down, stalk, and abuse their victims. Many cyber-attacks, such as hacking and identity theft, use social media as a platform. Unauthorised sharing and copyright infringement endangers property and results in financial loss.
Social consequences	Due to the lack of face-to-face interaction, many youngsters suffer from sadness. People who spend more time online are more likely to develop neurological diseases and have poor social skills.
Time waster	Returning to the original task takes roughly half an hour when there is a new tweet or social media post. Approximately 20% of teenagers spend more time on social media than with their parents.
Misinformation	Rumors and fraudulent communications have been seen to spread quicker on social media than any other medium. Seeking medical advice or self-diagnosis can be risky and even fatal.
Workplace disadvantage	Students can cheat on schoolwork while they are social. Employee productivity is impacted as a result of social media. According to the research, students who use social media while studying receive a 20% worse mark than typical.

2.0 Literature Review

Adolescents and youth utilise social media extensively. Since its inception in 2003, Facebook has experienced a significant surge in users who utilise it for a variety of objectives. It allows individuals to show off their secret talents to the rest of the world. Facebook, Instagram, Twitter, YouTube, Snapchat, and Tumbler all provide people with extensive opportunities to study and choose based on their interests. It benefits all of its users in the most desirable method, from being paid to operating enterprises, from enjoying spectacular material to exhibiting inner abilities, from reading books and novels, and engaging content to remain up to speed with current events. While social media has a wide-ranging and far-reaching influence on kids, it is also being misused. It has certain negative consequences, ranging from cyber bullying to internet crimes, hacking to data leaks, etc. (Akram & Kumar, 2017).

Young students utilise social media during their studies in recent times. It permits people to comprehend many types of information from various sources. It is used by students to expand their knowledge and uncover hidden mysteries. Students may also improve their talents and demonstrate their potential by submitting appealing content on various blogging platforms, proving their value. Social media is not just entertaining; it also allows young people to build collaborative relationships with others, allowing them to expand their potential. It also allows people to effortlessly exchange things such as books, articles, and educational films (Siddiqui & Singh, 2016).

On the other hand, social media has a harmful impact on young people. According to research conducted by Ohio State University, students who utilised social media during their study hours had lower scores than those who did not. Furthermore, excessive and imbalanced usage of social networking sites causes mental and psychological stress, which inhibits their ability to study and comprehend. To be more specific, there have been cases where young people have become entangled in internet criminal activity due to a lack of understanding and information. Those who engage in behaviours that mankind considers being evil pose a serious threat not only to the person they are tormenting, but also to themselves. (S, Kumar, & Kumar, 2019,)

Parents must also keep a close check on their children's activities. Because social media gives its users freedom, there are concerns that they will engage in unethical or illegal behaviour. This requires good direction and instruction, which should begin at home. The goal of positivity can only be attained if children comprehend what is good and what is harmful (Fernandez, 2011).

Among the children are those who are homeless, poor, or living in dangerous situations. For them, social media is a blessing in disguise, as it allows them to shape

their careers in a favourable setting in a variety of ways. They are the ones who are subjected to the most heinous forms of torture, harassment, and violence. Social media gives them a forum to voice their concerns, mould their personalities, and prepare for a prosperous future (Rice & Barman, 2013).

The rise of internet platforms has also given young people more independence. They are allowed to share their opinions on pending processes and to criticise the government's harsh practises. As a result, it promotes and preserves democratic ideals while also assisting in the formation of a system based on mutual understanding. It also maintains some checks and balances on these liberties, preventing citizens from engaging in any unlawful discussion or activity that is contrary to the state's sovereignty (Zeitel-Bank, 2014).

Unavailability of genuineness, difficulty of varied thoughts, growth in nudity, and threat to moral conducts are some of the shady bargains of social media. If not adequately monitored, social media may be detrimental to the smooth operation of the socio-economic system. Immoral and objectionable information can cause mental tension, which can influence a wide range of human activities. Another harmful consequence of this media is cybercrime (Shabir, Mahmood, & Safdar, 2014)

Because the media connects individuals from all over the world, they exchange good and cherished traditions and choose to incorporate them into their everyday lives. Young people in the eastern part of the country tend to dress and speak in western manner. If you look at the linguistics, you'll see that young people from Asia strive to imitate the British or American ways of speaking. All of this occurs as a result of social media. Young people pay attention to western influencers and try to put what they learn into practise. The same may be said for attire and other aspects of life (Sawyer & Chen, 2012).

The growth in tourism activities throughout the world is one of the benefits of this global integrator. Brands and tourism management organisations have benefitted from social media by showcasing their stunning sights to the public and attracting their attention. This increases visitor activity and generates income, which helps to establish a robust economy. Tourist activities contribute significantly to the GDP of several nations, such as Singapore. Travellers who have visited these great locations share their photos with their loved ones and encourage others to visit (Zeng, 2014).

The agreement, on the other hand, promotes firms to provide tourists the greatest possible view of their items. People go to online markets and sellers in current times, and companies find this to be an enticing way to offer their goods. To draw people's attention to a certain brand, Facebook, Twitter, and YouTube may all be used (Leung, 2013).

E-commerce has also benefited from the growing importance of social media. Advertisements on social media networks help online marketplaces like Amazon, Alibaba, etc. gain more traffic. It also enhances the online transaction system and provides a reliable framework for efficient corporate management. Some websites, such as Facebook, are focused on their own money for transactions conducted through them (Linda, 2010).

Teen and juvenile health is one of the primary challenges in modern times, and widespread usage of social media sites exacerbates the problem. Adolescents suffering from mental stress are increasingly finding themselves alone and disappearing. Excessive usage also causes psychological stress and disconnects the user from the outside world, preventing him from learning and acquiring new skills (Richards, 2015).

3.0 Objectives

- To find out total usage of particular social networking site by youth.
- To examine social networking sites information credibility.
- To observe the pros and cons of various social networking sites used by youth.
- To study up to what extent there is influence of various social networking sites on youth in professional and personal life .

4.0 Hypothesis

- Social networking sites affects the youth's information credibility
- Youth have more inclination towards entertainment field in comparison to other fields.
- Social networking sites influence the youth professional and personal life.

5.0 Research Methodology

Quantitative approach is used in this paper for studying research objectives. Well prepared structured questionnaire was the main tool which was used for the data collection. The question's nature was close ended and pie charts were used as tool. Targeting the age bracket of 15-24 a survey was conducted. Respondents have filled in all 100 questionnaires total of 10 question were asked to them which are based on the objectives and hypothesis. Around 75% of the youth told that they use Facebook, when they were asked which social networking sites they uses the most. For the same question percentage of youth using Instragram, Twitter, LinkedIn were 15%, 6%, and 4% respectively (Figure 1).

Figure 1: Which Social Networking Sites Youth Uses the Most?
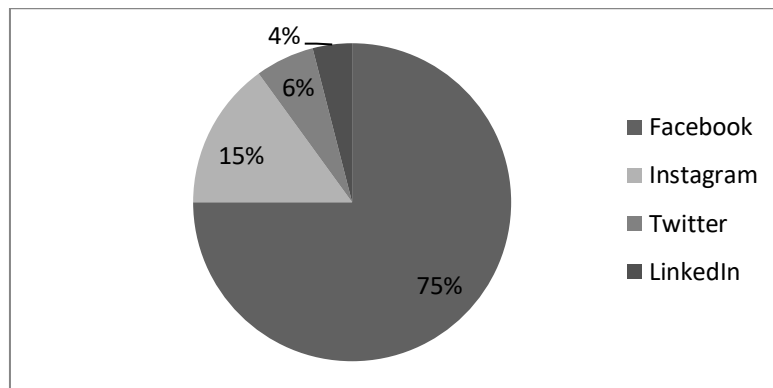
Source: Primary survey

In another question about time spend while accessing various social networking sites in a day, maximum respondents around 45% told that they spend two hours while 38% told 1-2 hours and 17%give less than 1 hour. It shows that maximum no of youth uses social networking sites for more than two hours in a day (Figure 2).

Figure 2: How Much Time Youth Spend While Accesing Various Social Networking Site?
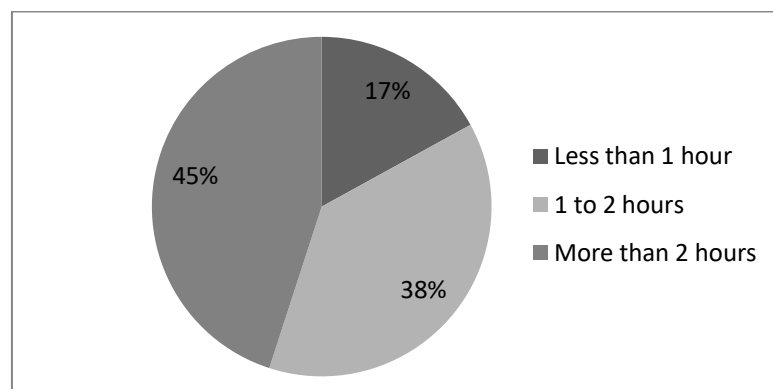
Source: Primary survey

To find out nature of information the youth get from these kinds of social networking sites. Around 37% told that to get updates from their family and friends. Another 31% find this site an entertainment source while about 23% uses this site for

general awareness and around 9% uses them for job related news. This clearly shows that youth uses these social networking sites for awareness and information also but due to this they lose their focus towards goals, since very less youth gathers job and general awareness information (Figure 3).

**Figure 3: Nature Of Information Youth Derives from
Various Scoial Networking Sites**
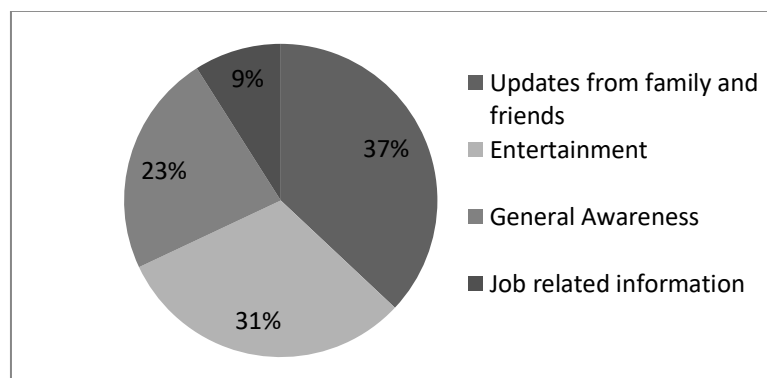
Source: Primary survey

When the youth were asked about cyber crimes through these social networking sites around 70% told that these social networking sites due to their privacy and account setting seems to be immune from cyber crime .On the other 19% told that they were victim of hacking, 7% were victim of fake profiles, 4% were attacked with fake profile, thus indicating that still lot of youth becomes victim of cyber crime (Figure 4).

Figure 4: Whether Youth Have Become Victim of Cyber Crime
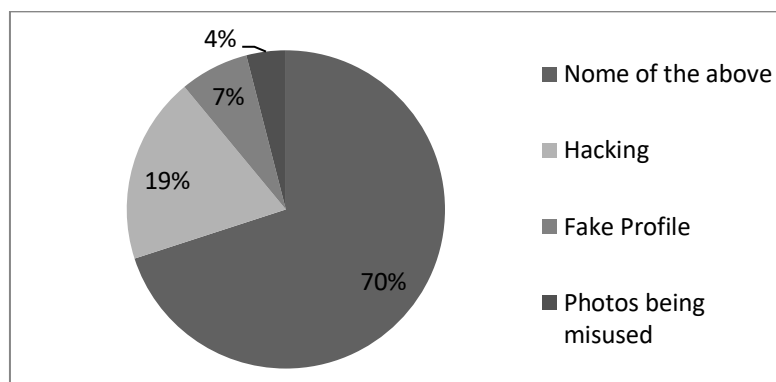
Source: Primary survey

When the youth were asked whether they add unknown people or stranger in their social networking site profile around 43% told that they have added 5-10, whereas 31 % answered 10 and above. But still 26% were there who have not added any unknown profile in view of privacy and secrecy (Figure 5).

Figure 5: Whether Unknown People are Added in Their Profile by Youth
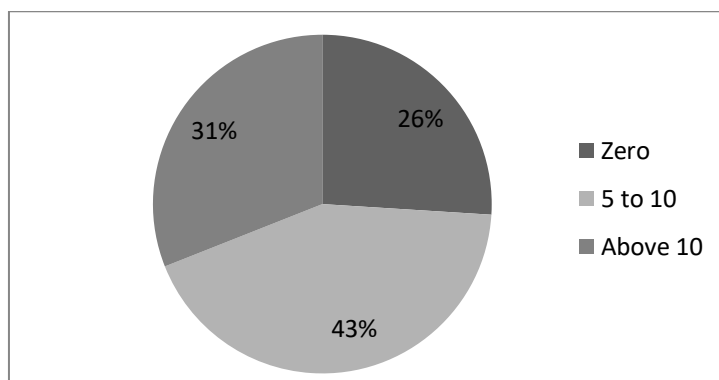
Source: Primary survey

When it was asked that whether social networking sites helps in building personal and professional relationship, around 74% agreed and 26% disagreed. This is a known fact that these sites not only connect people of various zones in their personal front but also the professional one. These sites are beneficial to every individual in their own way (Figure 6).

Figure 6: How Many of You Agree that Social Networking Sites Helps in Building Personal and Professional Relationship ?
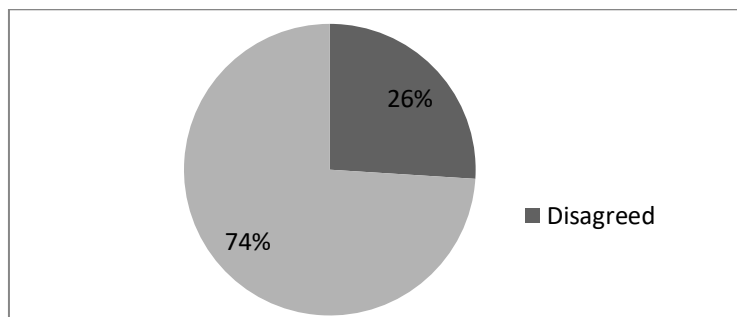
Source: Primary survey

When it was examined whether social networking sites help in making stronger context, around 59% of the youth disagreed whereas 41% agreed to have stronger context. As there is a very thin line of opinion difference we can state that majority of the youth still feels that real world exists than the virtual. The influence of these sites is not to the extent where youth feels comfortable in making stronger context through social media (Figure 7).

Figure 7: Whether Social Networking Sites Help in Making Stronger Context
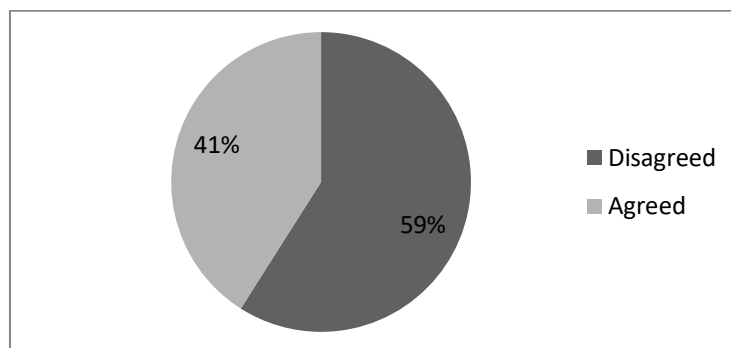
Source: Primary survey

We have already analysed from collected data that large no of youth spends on an average two hours per day on various social networking sites which justifies that they neglect social gatherings and give preference to being at home and assessing social networking sites, As per our survey around 66% of youth is like this whereas other 34% admitted that these social networking sites are not any reason for hampering their social gatherings (Figure 8).

Figure 8: Does Social Networking Sites Hamper Social Gatherings?
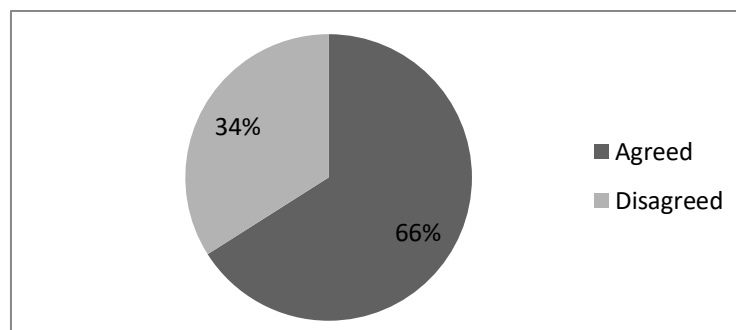
Source: Primary survey

Around 74 % of youth which were targeted told that their professional work is not affected due to use of various social networking sites .It highlights the fact that how people have evolved to prioritise various task assigned. But this also shows that these social networking sites are gaining momentum in popularity and usage (Figure 9).

Figure 9: Has Utilization of Various Social Networking Sites Affects Any Individual Professional Life?
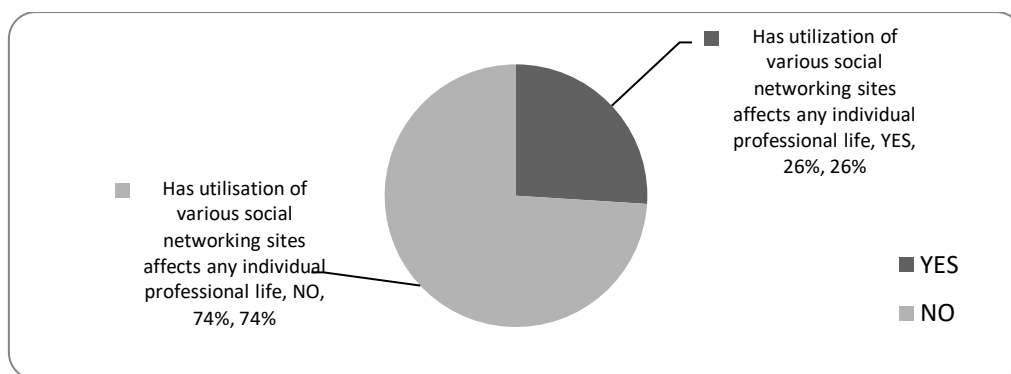
Source: Primary survey

When the question was asked about positive and also negative aspects of various social networking sites on individual's life, around 70% chose positive over negative. People are slowly understanding and getting used to proper usage of various social networking sites which results in positive aspects weighing heavier as compared to negative aspects (Figure 10).

Figure 10: Social Networking Sites Have More Positive or Negative Aspects
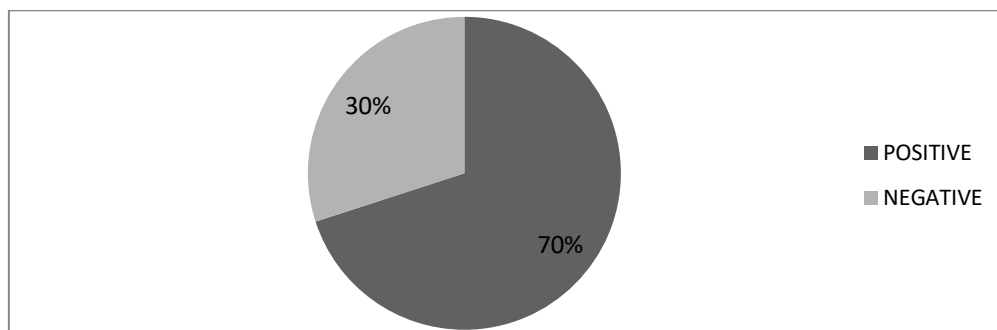
Source: Primary survey

6.0 Conclusion

With a primary objective of effectiveness of various social networking sites on an individual and evaluating various parameters like positive aspects and negative aspects, the study clearly exhibits about youth smartness, intelligence and better understanding of handling social media. Few conclusions have been drawn as per data collected based on the questionnaire being asked to them. Today's youth is aware of what is best for them and at same time also ready and positive to find out their own priorities. Through various social media sites a platform is being provided for connecting people globally without disturbing their working hours and without affecting their schedules. These sites help them in connecting and sharing their experiences with various people globally and which eventually helps in gaining exposure. It further facilitates youth to clearly identify difference between real world and virtual world and make them realise that through social networking sites building stronger contacts with people is lacking. Faith and trust are more between contacts made through real world as compared to virtual world due to vulnerability of various cybercrimes in virtual world.

As there are always two sides of coin, social networking sites side effects are also no exception. On an average, youth spends more than 2 hours on various social networking sites which prevents them for socialising and interacting with others. These sites are mainly used for entertainment and virtual socialising with friends and family rather than job related work. This study reveals that there are both positive and negative aspects and impacts in an individual's life. Today's youth being techno savvy and mature to know how to draw their boundaries and is also able to identify their limits.

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