MAXIMUM UTILIZATION OF SOCIAL MEDIA AND ITS IMPACT ON INDIAN YOUTH-A REVIEW

Dr. Shashi Bala

Associate Professor, Dept. of Sociology, Shri Lal Bahadur Shastri Degree College, Gonda , Uttar Pradesh

ABSTRACT

Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. The dependency of youths on the social media has reached at such level that, without social media, every young person cannot think about the direction of their growth. Dependency of youth on social media is now leading to addiction. Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. Simultaneously, social media have also some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth. This study focuses on the major; and the positive and negative effects of utilizing social media on the life of youth. The result of study shows that, over utilization of social media leads youth towards addiction.

KEYWORDS: *Indian Youth; Positive and Negative Effects; Social Media; Youth's Life Style*

INTRODUCTION

Internet has created a single world culture today. Internet is the ocean of knowledge.

Social media is a popular platform for the masses to transform the information, share their ideas, thoughts, opinions, images and videos using famous social websites and messengers as well. Generally, users access social media with the help of web-based technology on their laptops and smart phones. Though providing suitable circumstances to people of different age groups for mutual interaction and connectivity, social websites and messengers are the efficient tools for providing opportunities and chances for reaching out to entertainment sources, valuable information for developing social capital for the users. However, Social media is becoming necessary and an imperative tool for the Indian society. Doubtlessly, Social media is the chief source of Education, Communication and Entrepreneurship, Online shopping, Entertainment and plays crucial role in Indian politics as well. Rumours are being circulated regarding COVID-19 pandemic in

this tuff time by the masses.[1,2] To approach it from another angle there are different issues which impact to the Indian society. Adolescents are in the developing stage. It is the stage from babyhood to maturity. Excess of using Social media sustains health problems such as Anxiety, Depression, Frustration, Feeling Alone and Sadness et cetera. Social media can destroy someone's life by mental harassment, cyber intimidation, infringement of someone's privacy, decrease the participation in social community. It reveals an abhorrent impact especially on juveniles or adolescents. An international group of investigators or researchers has noticed the Internet can develop both intense and prolong transformations in particular areas of cognition, which may reverberate changes in the brain, disturbing our attentional capacities, memory and social activities and the rest.[3,4]

We are living in the age of modern technology. Technology is a boon and miracle in human's life. Information can be transformed through guided as well as unguided media using electronic gadgets. Social media is a powerful tool to share, retrieve and exchange ideas and information on virtual networks and plays a pivotal role in our daily routine. Social media contains social networking sites, blogs and micro blogs, wikis, discussion groups, videos and podcasts, online forums mobile applications et cetera. There are approximately 50 social networking sites and are used by millions of masses the world over. Popular networking sites such as Facebook, Instagram, Twitter, Youtube, Google+ and other mobile applications like Whatsapp, Wechat, Telegram, Snapchat, Tik-Tok have stepped in the world in many forms. Social media occupies a vital role in changing the lifestyle of the people. It is used for transferring information, teaching as well as learning, communication and Interaction, running a business, adverts, exploring knowledge, amusement and so on. In these days we can get any information and news around the world. People are savouring interacting with others through social - media rather than gossips face to face. We can communicate and see a person face to face by video calling and a group of persons through video conferencing regardless where the person is. Social media cut down the communication barriers. It also helps us for developing public and social relations. According to the UN data, Indian population is approximately 1.3 billion out of which, 564 million people use Internet, and it will be 601 million internet users and more than 400 million users of social media by 2021. Per day, the average time is consumed by the people on social media about 2.4 hours and for adolescents and it is up to 27 hours per week. [5,6]

Indian Youth Congress

According to a report of Internet and Mobile Association of India, India is the second after china in terms of internet users . The most contentious question is that social media is beneficial for us? Every person has different perception and views about social media and its uses. It depends on how a person comprehends. Doubtlessly, social media is beneficial for the society in countless ways but on the flip side there are many flaws of the same. People, peculiarly juveniles kill hours on the social media and they freaked to it. Social media is affecting the mental as well as physical health of young brains. Today, young people spend much time and give importance to social websites and applications rather than friends, family, school, study and sports. Adolescents are taking more interest in playing video games on their smart phones rather than playing outdoor games. In the moment, TikTok is the most famous and used video application in the world. TikTok is used by the people for making short videos that is 10 to 60 seconds and posted on the TikTok for more and more likes. India is holding first position in the world with 119.3 million TikTok users. Many young people lose their lives on the spot and injured while making TikTok videos. Nuclear families are living in big houses and each member of the family has

their own separate room. Government of India has banned approximately 300 porn websites in 2019, nevertheless India is the third largest porn watcher on the smart phones with 30 Per cent female users. (www.cnbctv18.com). Parents are unaware that what their children are doing in their rooms. A young brain who is freaked to social media leads to isolation, frustration, fatigue, obesity, depression, impotency, sadness, feeling alone and disconnected with society and behavioural changes.[7,8]

DISCUSSION
Some of the benefits are listed below:
Reach: It is proved that this social media can reach huge audience across the globe. Industrial media uses a nationalized framework for grouping, manufacturing and broadcasting, whereas social media is more decentralized, less hierarchical and renowned by multiple tips of manufacture and service.
Accessibility: Accessibility for industrial media is governed by government or it may be privately owned. Social media tools will be available to the public at a very low cost or sometimes at free of cost.[9,10]

Social Media	Active User	Daily Users	Leaders	15-34 Ages	Indian Uses
Facebook	171 billion	113 billion	169	91%	142 million
Twitter	320 million	4.5 million	139	79%	28.5 million
LinkedIn	450 million	100 million	930	56%	37 million
Google+	300 million	1.6 million	89	83%	10 million

Survey of use of social media by youth in India
Usability: Social media when compared to the industrial media does not need expertise skills and training, but it only needs the reinterpretation of

existing skills. It is very easy to operate and access social media for a person with minimum knowledge of computer operating and one can easily avail the vast

services provided by social media. Social media is known for its ease of use.

Immediacy: Social media is capable of conveying information in just a span of seconds. People or audience can get quick updates on the latest news with just a single click.[11,12]


Permanence: Social media can always be altered with comments or suggestions which are provided by the industry experts or the audience. Social media will undergo rigorous change to cope up with the latest technology that is exploring in today's generation.

A flexible media: Social networking sites like facebook, twitter, google+ help users to find and connect with friends worldwide, easily with a quick process. These will also be helpful in promoting business by increasing contacts. Using these sites is very easy because they are designed in a way to reach the targeted audience and new features and functions are constantly developed so as to make the site more flexible in satisfying user needs. Many famous personalities for example celebrities, business men and famous personalities create their own blogs to promote their business or to express their views. This will make their work easier in reaching huge audience in a very less time.

Network building at free of cost: When compared to journals and reports, social media will easily connect to the users. This will take less time in reaching the audience whereas the journals, reports will take lot of time as it is a tedious process. Social media also helps in promoting scientific researches which will be very helpful to mankind. Every service rendered by these social networking sites is provided at free of cost for its users.
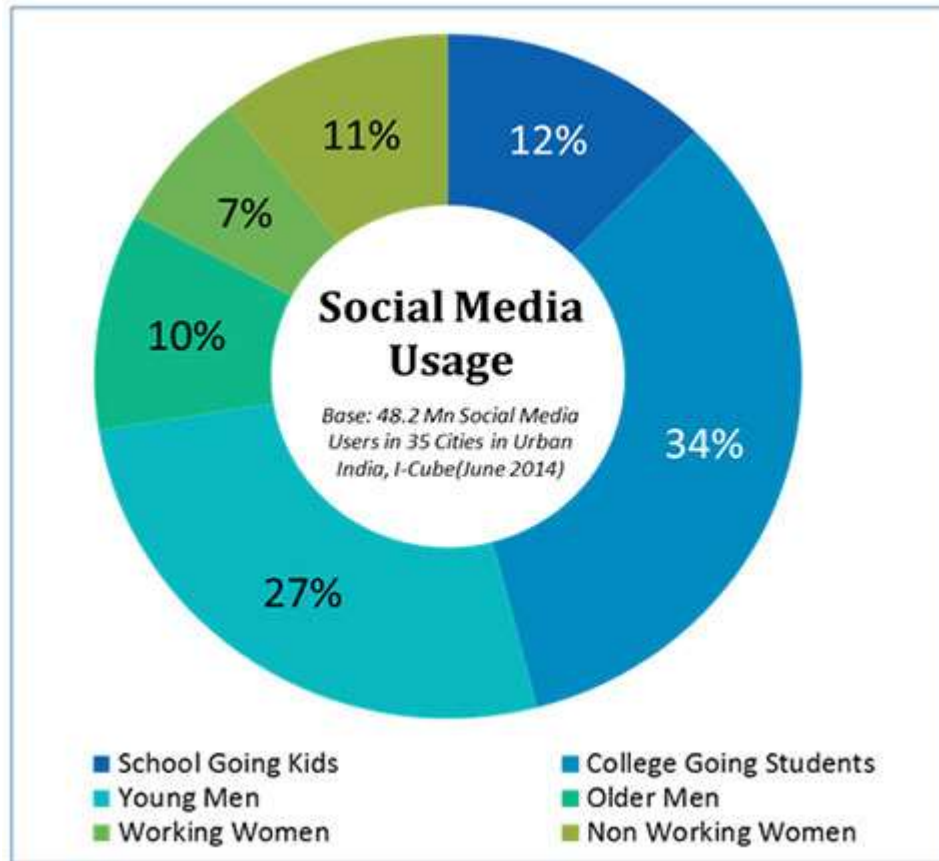
Social media has become a part of everyone's life that it can't be ignored. Social media has both positive and negative impact not only on youth but also on elders and children.

POSITIVE IMPACTS

Friends: Making friends has become easier with these social networking sites like facebook, google+ and twitter etc. in olden days it was a bit tough to make friends unless and until one has personal interest of going out and making friends. Later after in the decades of 70's and 80's mobile phones helped in connecting and improving conversation with people. And now the exploration of social networking sites sprang up and it has changed the whole idea of making friends once more and forever. We can make unlimited friends worldwide and chat with them without any time limit and even at free of cost. Now a days even we can have a video chat which is also available for free of cost. This can be considered as one of the best advantages of

having social networking sites. We can connect with friends whom we missed out in out childhood.

Empathy: By connecting with friends through social networking sites we share all of our good and bad experiences with friends. This will improve the relationship between friends and thus creating good bonding. Thus by sharing both good and bad experiences with friends, we will be able to empathize with each other. Sharing one?s experiences with friends will also give mental relaxation.

Rapid communication: Everybody is becoming so busy with their lives that they don't even have time to communicate with their family members. Our time is getting thinner and thinner with busy work schedule and family commitments. Social networking sites give us a chance to communicate in a speedy and effective manner. Writing in face book, Google+ and twitter will reach as many people as we want just in a span of seconds and with no cost. These sites will allow us to live a life which is unhindered with a small talk.[13]

ONLINE CLASSES

Be in touch with the world: Not only communicating with friends within the circle but we can also make friends worldwide easily. We can build a network of friends and we can share our ideas, photos and videos through these sites. Through this we can have updated news of friends and family members. We can emphasize our location by using location based services like foursquare and gowalla.

Building relationship and finding a common ground in an open society: We can make a strong relationship with friends and relatives through these sites. This can help foster friendship and more besides strengthen us. Because friend is the only person with whom we can share everything related to our life. Connecting with groups will help in improving one?s own business, thus creating profits. Professional sites like LinkedIn will have many groups based on different criteria. Through LinkedIn people get jobs and some promote their business.

Negative impacts:
Social media, now a days is leaving a negative impact rather being positive. Most of the youth spend lot of time on the internet to visit and check their single or multiple accounts. This will affect students, youth and productivity of work because of the extreme use of technology. The risks of using social media may also include mental health, cyber bulling, texting and revelation to problematical and unlawful content and privacy violations.

Cyber bulling: Usage of social media may create a chance for emotional distress in getting frightening, irritating and degrading communication from another teenager which is called cyber bulling. It's been proved that cyber bulling will build advanced levels of depression and anxiety for victims and also resulted in youth suicide. Most of the females become victims of this cyber bulling.[14]

Texting: Texting is used to harass people. Using cell phones and social networking sites for instant messaging to threaten, and hassle relationship partners is increasing day by day. One in three teens in relationships has been text messaged up to 30times an hour by a partner to know where they are, what they are doing, or who they are with.

Privacy: Most of the teenagers are not aware of the website policies when setting their profiles and they may not be even aware of disclosing the information to the third parties like the advertisers. Most of the teenagers like to post their information publicly which will affect them when the hackers or people with cruel intension may use their information for wrong purposes.

The below risks/negative impacts are associated with Social Media:

- People who are spending more time on using these sites to gain information score less, when compared to youth who read books.

- The e-learning concept is booming and most of them prefer to this e-learning rather reading books which costs them more.

- Sitting before a TV or computer for longer time will create health problems and many cases have been reported in this regard.[13]

- Using social networking sites to make friends is not always good because most of them make friendship with a bad intension. This may damage their reputation by adding unknown friends to their list.

- Extreme use of technology makes us more disruptive in life. Most of them get addicted to this, knowing its negative impacts. This may lead to low performance and loss of productivity in workplace as people tend to slink on their accounts.

- And on the other side some people tend to express themselves in a good form which they are not.

-People with cruel intensions target the audience who are irresponsible.

- Information published through this social media may not always be informative and trusted. Most of the times it misleads people with bad ideas and news.

- Most of them use internet or social media for wrong purpose which will affect the entire youth and also kids.

- People who spend long time over the internet show the signs of depression like change in sleeping and food habits, experience swing in moods and change in daily routine.[14]

RESULTS

Social media platforms are gaining popularity in various parts of the world due to various factors. The majority of people who use them are youths and they spend a lot of hours on a day. Although there are many disadvantages of using social media, youth can experience some positives too. Encouraging youth to use social media in the right way can do major wonders. A recent study reveals that social media platforms impact youth who are in the age group of 15 to 29.

While challenges faced by the youth are manifold, there is an underlying practice of brushing issues under the carpet, inability to voice opinions and seek support, leading to grave personal issues. According to UNICEF, 1 in 7 Indians aged 15 to 24 years feel depressed. **Depression** is linked to lack of self-esteem, poor concentration and other maladaptive symptoms, and can lead to difficulties in communication, failure to work or study productively, amplified risk of substance use and abuse, as well as suicidal thoughts. One of the key risk factors for these prevalent rates of depression is social media.

As social beings, humans inherently have a need for belonging and social acceptance, and social media often becomes a tool for validation. The number of likes one's posts or images garners becomes a quantitative measure for many, in relation to their looks, intelligence, and even extends to their worth as a person. Individuals strive to maintain an 'internet persona' which paints a rosy picture of one's life, using filters to hide parts considered 'not good enough'. Body dysmorphia is common among young people and has increased over the past few years. The challenge worsens with the use of algorithms on these platforms forcing people to only watch similar content. There are certain fitness motivation posts that are linked to greater bulimia, obsessive exercise, and a higher proportion of people, who are at risk of being diagnosed with a clinical eating disorder.[13,14]

CONCLUSIONS

However, it needs to be on creating awareness and dialogue that would help in de-stigmatising the issue**,** in order to allow autonomy for the individual to share feelings in a safe space. Support systems like family and peers, need to be equipped with understanding the factors related to the issue and initiate supportive steps. Additionally, to address the structural challenges, there is a need to reimagine the workspace and educational frameworks. It is pertinent to remember that social characteristics impact the needs of individuals differently and thus the methods of intervention should be planned accordingly.

Younger generation says that social media is a part of their life and it makes the life easier and efficient. Social media sites enable them to communicate in a speedy and efficient manner. It helps to build social relationships and makes it easier to get in touch with friends and families living outside the country and even closer family members. Writing updates takes over 15 seconds and with cross posting over social networks switched on, the updates gets to everyone you want it to reach. It gives the youth a place to express themselves and helps to develop social skills which enable to them to evaluate and interpret different situations contextually and prepare themselves mentally for situations later on. [13,14]

REFERENCES

1. Ahn, J. (2011). Digital divides and social network sites: Which students participate in social media?45(2), 147-163.
2. BBC (2009), Online networking 'harms health', http://news.bbc.co.uk/2/hi/7898510.stm 19 February 2009.
3. Cisco (2011), Is the Internet a fundamental human necessity? Is a workplace with flexible mobility policies as valuable as salary? Cisco Connected World Technology Report 2011.
4. Danielle Reed (2017), Negative Impact of Social Networking Sites, http://socialnetworking.lovetoknow.com/Negative_Impact _of_Social_Networking Sit es 29 Oct 2017 15:59:28 GMT.
5. Elise Moreau (2017), Location Apps to Get User Reviews & Tips about Places You Visit, https://www.lifewire.com/location-apps-for-user-reviews-tips-3485920
6. Junco, R., Heibergert, G. & Loken, E. (2011). The effect of Twitter on college student engagement and grades. Journal of Computer Assisted Learning, 27, 119- 132.
7. Karadkar, Abishek (2015), 'The Impact of social media on student life' http://www.technicianonline.com/opinion/article_d1142b 70-5a92-11e5-86b4- cb7c98a6e45f.html
8. Kelli S. Burns (2017), Social Media: A Reference Handbook: A Reference Handbook, Contemporary World Issues, ABC-CLIO Publications Linda Roeder, (2016), „14 Reasons You Should Join a Social Network' https://www.lifewire.com/join-asocial-network-2654297
9. Loking, T. M., Castillo E. S. D. (2012, March 18). Effects of Social Networking to Teenagers. Retrieved 26th April 2016, from http://effectsofsocialnetworkingtoteenagers.blogspot.my/2 012/03/effects-of-social- networkingto.html
10. Michel Walrave, Koen Ponnet, Ellen Vanderhoven, Jacques Haers, Barbara Segaert (Ed.) „Youth 2.0: Social Media and Adolescence: Connecting, Sharing and Empowering', Springer Publication, (2014)
11. Parvathy.J,Suchithra.R (2015),Impact of Usage of Social Networking Sites on Youth, International Journal of Computer Applications (0975-8887) Volume 129-No.3, November 2015
12. RM Bhola (2014), „social networking – psychiatry'www.ijrdh.com

13. *Thakor Joshi (2014) Social Networking Impact on Youth http://ielts-toefl- english.blogspot.in/2014/12/essaysocial-networking-impact-on-youth.html*
14. *Venkatesh, Viswanath; Morris, Michael G.; Davis, Gordon B.; Davis, Fred D. (2003-01-01). "User Acceptance of Information Technology: Toward a Unified View". MIS Quarterly. 27 (3): 425– 478. JSTOR 30036540*