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IMPACT OF SOCIAL MEDIA ON YOUTH

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ABSTRACT

Social networking sites like facebook, whatsapp, instagram and You tube are becoming more and more popular and has become a part of daily life. These sites provide many features on a single platform like texting, video and audio sharing etc. Because of their features, youth are attracted to SNS and the impact of these social networking sites on youth is higher than others. So we focused in this paper positive as well as negative impact of social networking sites on Youth and the responsibilities of the users of these sites.


KEYWORDS

social networking sites, youth.

JEL CODES

I82, O33, O35.

INTRODUCTION

 Social media is most recent form of media having many features and characteristics. It has many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting etc. In recent times social media sites have become a part of daily routine especially for the youth. Majority of the youth are shifting speedily from electronic media such as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so it's influences are much on youth. So this research is seeking to find out the impact of social media on youth.

LITERATURE REVIEW

Naveen Tiwari (2017) in his paper "impact of social media in changing mindset of the youth in Bilaspur" found that youths of study area gave high response for statements like Social media is creating awareness among youth for new trends, Useless information creates ambiguity and confusion in the mind of youth, Social media is useful to connect the people all over the world and Social media is the source to get knowledge and information. However, they gave low response to statements like Negative use of Social media is deteriorating the relationship among the countries, Social media is affecting negatively on study of youth and Social media deteriorate the social norms and ethics among youth.

Ocansey, Ametepe and Oduro (2016) in their paper "THE IMPACT OF SOCIAL MEDIA ON THE YOUTH: THE GHANAIAN PERSPECTIVE" found that young people from poor backgrounds with limited opportunities at home, social media offers great opportunities for personal and educational advancement, and many try to take the best possible advantage of it. Most preferred social media of participants were Facebook and WhatsApp. The study also reveals that 8% of the respondents spent 79 hours a day using SNS and that 15% of them spent over 15 hours. This finding is troubling since most of the participants are students hence spending this much time on SNS will have less available time for schoolwork, which can affect their academic performance. Also Most youth in study have encountered some cyberbullying in their use of social media, including offensive or hurtful messages, name-calling in a chat room, fake profiles and spreading of rumors on SNS. cyberbullying when not taken care can affect the self-esteem of any youth and eventually cause depression.

Abdulahi, Samadi and Gharleghi (2014) in their paper "A Study on the Negative Effects of Social Networking Sites" found that social network sites have a negative impact on users in terms of their academic performance, health threat and privacy and security issues. social network sites such as Facebook affects the scholar's performance. The relationship between health threat and social network site was found that it was low, therefore the chance of the students getting addicted is not that high. This study also shows that people do not know how their personal data can be shared. And they end up sharing their private information with unauthorized people because of their ignorant attitude. Therefore, the researcher can say that social network sites have a negative impact on users in terms of their academic performance, health threat and privacy and security issues.

Rita Njoroge (2013) in her research "IMPACTS OF SOCIAL MEDIA AMONG THE YOUTH ON BEHAVIOR CHANGE" concluded that social media played a major role on behavior change of the respondents. The youths mostly used social media for communicating between their friends and families. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally.

OBJECTIVE OF THE STUDY

The objective of the study is to study the Positive as well as Negative Impact of Social Media on Youth.

RESEARCH METHODOLOGY

Research Design: Research Design selected for this study is descriptive in nature.

Data Collection: Secondary data used for this study. Data collected from various websites and concerned research articles.

DISCUSSIONS

POSITIVE IMPACT ON YOUTH

There are several positive impacts of social networking media sites on the youth:

FRIENDS

It has been easier to make friends and connect them from anywhere, anytime, mainly thanks to social networking sites. Just a decade ago it was tough to search for an old friends or make a new one and tougher to reach them and costly to communicate with them anytime, anywhere, unless one has to overly going type, able to make conversations with everyone at a party. Social sites connect everyone to anyone and let them stay friends with the easy approach at a very reasonable cost.

EMPATHY

Each of us now spend more time talking about ourselves on social networking sites. We're sharing our lives-the ups and the downs, the twist and turn with people we think are having same mindset. They generally do care, and will converse with us well. Even most of times they are having better solutions for our problematic situations. The main concern is that by all of us sharing our experiences, both good and bad, on social networking sites, we are able to empathize with each other.

SPEEDY COMMUNICATION

Social networking sites offer a chance to communicate in a speedy and well organized manner. Even voice media, visual media and word media, any methods can be used to commute with other in seconds. Writing an update on Twitter takes just 20 seconds and with cross-posting over other social networks switched off, that update reaches everyone, other person wants to reach in a instant.

IN TOUCH WITH THE WORLD

Social networking sites allow everyone to communicate easily and effectively anytime and from anywhere, any place on the world. By using social networking we are connected with the world. Each news, messages, updates can be reached and well versed updated within the seconds. It is like capturing the whole world in a hand. When it comes to social networks, everyone is equal, regardless of any demographic changes.

NEGATIVE IMPACT ON YOUTH

There are several negative impacts of social networking media sites on the youth:

REDUCED LEARNING AND RESEARCH CAPABILITIES

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.

MULTITASKING

Students who get involved in activities on social media sites while studying result in reduced their focus of attention. This causes reduction in their academic performance and concentration to study well.

REDUCTION IN REAL HUMAN CONTACT

The more time the youngsters spend on these social media sites; the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.

REDUCES COMMAND OVER LANGUAGE USAGE AND CREATIVE WRITING SKILLS

Youth mostly use slang words or shortened forms of words on social network sites. They Start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

TIME WASTAGE

Students, while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

LOW GRADES

Students get low grades in school due to lack of the desired information and writing skills.

LOSS OF MOTIVATION IN STUDENTS

The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.

EFFECT ON HEALTH

The excessive use of these sites affects the mental as well as physical health. Youngsters do not take their meals on time and take proper rest which effects negatively on their health.

CONCLUSION

As the technology is growing the social media has become the routine for each and every person. Peoples are seen addicted with this technology every day. This study viewed positive and negative impacts of social networking sites. Social Networking Sites enable youth to raise their voice against social issues and share or upload information for the welfare of the society. Since Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Even though it creates a few negative impacts on youth, we cannot think of a world without these sites today. So, corrective and preventive measures should be taken towards these negative effects and the young people should be well educated and must have proper awareness regarding such problems of Social Networking Sites. Social Networking Sites influence the lifestyle of youth so that the brands and companies can exploit the space of Social Networking Sites to create loyalty among youth. If the Social Networking Sites promote a healthy life style through its posts, videos and messages, that will help to develop a healthy young generation.

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