IMPACT OF SOCIAL MEDIA ON INDIAN YOUTH

By Bunty Kewalramani and Chandan Singh

Abstract

Today's world is full of internet and we can see youth as a major user of it, the reason is very clear. Mobiles are cheap and internet speed access is easily available .Social media plays important role in every one's life. Youth are affected and also influenced. All youth has same or different interest, so they can be seen on many platforms of social media. In this paper we are going to study the impact of a those social media platforms on Indian Youth. It could be positive or negative, helpful or distracted from education point of view, politics also influence Indian youth, so the behavior also impact our society. This paper will help to understand the real impact on today's youth, so that we can guide them to build better India.   They learn and react very fast, what they learn from social media. This is good or bad, we will understand the impact in this paper.

Keywords:

Social Media, Youth of India, Facebook, Whatsapp, Google

Introduction:

Social media has brought common interest people on same platform where they learn, share the ideas, views and create new things. They have changed the world with small changes and also making world a "Global Village". The rise of internet access speeds and smart phones use has lead the use of more social media among all ages in India and globally. Indian are more user of smart phones and internet users in the world. Initially internet use was limited to corporate and business for connecting with peers, customers, clients and so on. Facebook accounts or whatsapp number are now commonly used on visiting cards for reference or contact. Over the past 15 years the world has been taken by storm through the onset of social media. We all are living in a digital world where we get information through social media on the click of the button. So we trust news or

information on the social media very easily. Hence news are spreading very fast on social media than any channel today. Many a times youth spend quality time with online friends on social media than face to face friends. They share news, information, play games, share secrets and also play games online. They are now more tech savvy then before. Social media has brought changes in the education, development of youth, self esteem, behavior, communication, social aspects and job search. We are living in technology world where all the Indian youth like to spend time in the area of their interest rather than in real world. They feel good in virtual world, like to make new friends, chat online, express themselves and like to be noticed all the time by friends and social media users. But it has both positive and negative impact on youth.

Objectives:

1) To understand impact of social media on education.
2) To understand impact on health and thinking ability.
3) To understand impact on development as a human being.

Research Methodology:

1. Primary data has been collected from 57 respondents.
2. All the data has been collected from students, age group of 17-25.
3. Secondary has been taken from various websites, articles, journals and news paper.

Positive Impact of Social Media on Indian Youth:

1) Education Aspects:

- Social media helps the teachers and students to collaborate easily and then communicate with students and others.
- Students get free access to the resources easily available.
- Many students create group for discussions and to share new ideas which in return help them to develop and gain the knowledge.

2) **Political aspects:**

- In recent elections, it has been observed that social media influence new voters to vote in the election.
- Awareness is created by different social media platforms.
- They come to know about the current affairs which help them to participate in economy as well as in politics.

3) **News/ Awareness:**

- More than 50% in India gets the breaking news on social media.
- The people who use the platforms of social media get empowered and informed to change their communities and themselves.
- The social media platforms gives free access to academic research available freely. Students take the benefits for personal as well academic growth.

4) **Social aspects:**

- Today youth like to make online friends where they feel free to share views, ideas and discuss on social matter around them.
- Online relations help to develop communication and they stay in touch wherever they are.

5) **Jobs for youth:**

- Many social media platforms like Linkedin helps student's to get job easily.
- Today many companies give ad for new recruiter's.
- Many a times social media help to find job easily with ease and updated jobs are free to access as well they can apply without much input.

Negative Impact of Social Media on Indian Youth:

1) **Work/school:**

- Many a times it has been observed that students cheat in assignment and for work

- If social media is used on light scale, then it is good. But today youth is addicted, They spend many hours on social media sites.

- They spend lot of time on uploading personal information which prove to be fatal in many cases.

2) Lacking privacy:

- Social media accounts can be hacked easily, as it does not have much privacy security.

- Many a times it has been observed that people create fake accounts with different name and post pictures of different gender.

- Account if used in public, can be easily watched or hacked easily as public domains are not using any security systems.

- Data of any social media platforms can be sold to anyone without knowledge of a person.

3) Cyber bullying:

- Today people post many personal information on social media and these information can be misused.

- People make jokes, comments and also views posted by other make people unsafe and they are easily bullied by same group members.

- They read post and feel like suicide because of bullying in class or so.

4) Indirect communication:

- Teens are masters at keeping themselves occupied in the hours after school until way past bedtime. When they're not doing their homework (and when they are) they're online and on their phones, texting, sharing, trolling, scrolling, you name it.

- Of course before everyone had an Instagram account teens kept themselves busy, too, but they were more likely to do their chatting on the phone, or in person when hanging out at the mall.

- It may have looked like a lot of aimless hanging around, but what they were doing was experimenting, trying out skills, and succeeding and failing in tons of tiny real-time interactions that kids today are missing out on. For one thing, modern teens are learning to do most of their communication while looking at a screen, not another person.

5) Sleep Deprivation:

- Social media is among the leading causes of sleep deprivation in teens today. They are constantly worried about what their friends are posting and sharing. Adolescents can stay active on social for longer durations if not prompted to stop. And if they do these, especially during sleep time or just before sleep, then there is a high possibility of their sleep being disrupted. There a few apps to track your sleep patterns. You can check the Google Play or Apple App Store **6) Lower Self-esteem:**

- Mostly teen girls start comparing themselves with celebrities after spending time on social media and want to look slim, pretty, and rich like them. In the teenage, it is normal to copy those persons to whom they admire or consider a role model. This imitation can negatively affect their self-respect and dignity. The outcome of different studies is girls who spend more time on social media to portray them similar to celebrities are isolated from friend circles. Their friends do not accept them.

7) Social Isolation:

- There is a statistical relationship between the use of social media and social isolation. When teenagers see the pictures or video of a party where they were not invited, it can bring anxiety. **It is known as "fear of missing out" or FOMO**. Most of the time, teenage children believe they are connecting to different persons using social media, but actually, they are out of the present moment and their lives. It can become a cause to feel more isolated and a reason for FOMO.

8) Impractical Expectations :

- One won't be surprised if anyone says that Facebook, Instagram, and Snapchat are the reason for impractical expectations and friendships. One cannot cross-check the

authenticity of other's activities.

- In an ideal situation, nobody should lie on social media, but showbiz and promotion strategies not gonna change shortly. Instagram and YouTube celebrities, including influencers, are bind to such strategies to attract audiences.

9) Poor Concentration:

☐ Today negative effects of social media on students can be seen easily. Different tasks, such as schoolwork, classwork, or homework, require more concentration to deal with something important, but now teenagers have a habit of simultaneously using social media. Most of them consider it multitasking, but it is not. Researches show constant interruption has an adverse effect on attention and reduces learning and performance.

10. Decreased Activity:

☐ Teenagers who do heavy use of social media do not spend enough time on activities that definitely increase mental abilities, skills, and physical movement. Those who exercise daily, their body releases endorphins that signal our brain to stay positive and reduce depression. Thus decreased activities reduce the secretion of endorphins, and it is causing depression a common problem

Findings:

The response has been collected from 57 students, and as per the survey data collected it is found that they spend 2 to 4 hour on whatsapp rather than other social media platforms. They also make friends, 70% of time they spend on online education as new things are easily available for reading and contents are easily forwarded from one person to other. Where it is easy to acquire new knowledge, better learning experience and can be use for future education or for job. Some believed that it enhances reading ability and they also become more creative. They become more responsible towards society and this leads to a better person. 58% believed it has changed behavioral in students after using different platforms. 80% respondent says they use social media for news and social awareness along with it they use to make new friends.Many students believe

that education is one of the important area where online discussion, material, courses can be easily forwarded to each other through social media. Future education will be only online education.

Recommendations:

Today online education is more preferable for new generations of India, but also we need to see that it is used for future applications like higher education and finding better jobs as per the qualification and skills required. So I would suggest that students should be guided what they can do to make future bright. Many new apps should be developed to motivate and also some mental health of the student should be considered while allowing them to use social media. This app allow students to study new courses as well as get the jobs easily.

Conclusion:

Today's social media has brought every age people near and now it is easy to get more and more information, entertainment, education, behavior and many aspects as per the requirement. Today all youth want education which can make them better human, social responsible and knowledgeable.

We should allow our students and children to learn new things learning from social media platforms because this will make them creative. Though there are some negative effects, social media can be considered as a boon to society. However serious steps should be taken to mitigate the negative influences of social media like fake news, trolling etc. Cyber protection cells and Artificial intelligence together can solve these problems to a great extent. Along with that, ethical values should be imbibed in schools and colleges. Awareness programs help people to know about the good and bad sides of social media.

References: https://www.marketing91.com/impact-of-social-media-on-youth/

https://childmind.org/article/how-using-social-media-affects-teenagers/

https://www.techprevue.com/negative-social-media-adolescents/

https://www.researchgate.net/publication/322538324_Impact_of_Social_Networking_on_Indian

_Youth-A_Survey/link/5a5ee85d458515c03ee0c19b/download
https://www.ijarse.com/images/fullpdf/401.pdf https://www.aresearchguide.com/impact-of-social-media-on-youth.html https://www.amity.edu/gwalior/JCCC/pdf/JCCC-16012019-42-45.pdf https://www.indibrain.com/article/547/social-media-impact-on-human-behavior-and-society https://www.groupdiscussionideas.com/social-media-impact-on-human-behavior-and-society/

Bio:

1) Mr. Bunty Kewalramani is working in Bharat College of Arts and Commerce as Assistant Professor. He can be contacted on buntypk@gmail.com Mob: 9767593700

2) Mr.Chandan Singh is working in Bharat College of Arts and Commerce as Assistant Professor. He can be contacted on ca.singh1989@gmail.com Mob: 8291154781