

SOCIAL MEDIA VS YOUTH SOCIAL LIFE

*M. Sudha, Assistant Professor, Acharya Institute of Graduate Studies, Bengaluru, Karnataka.
& Research Scholar, Alagappa University, Karaikudi

** Dr. P.S. Nagarajan, Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi.

ABSTRACT

Man is a social animal; Man loves to live in society with all other human being. The behavioral pattern of the individual is closely connected with society. Few decades before people share their thoughts and feelings in the close environment. Spending time with people is the usual practice and it also the tradition of Indians. But recent days human beings are sharing their life through online with people around the globe is second nature. What is the reason for decrease in individual social life? If we analyze deep, the top most growth in last few decade is in social media. Is there is any connectivity between social media and social life of the individual in India. Thus the research spark was enlightened on “Social media vs youth Social life”. The research was based on the secondary data. The research work was focused on effect of social media in youth social life, it also covers the positive and negative of social media towards youth social life.

Key words: Social Media, Social life, Society etc.,

INTRODUCTION:

Social Media are computer tools that allow the individual to share or exchange information's ideas, images, videos and even more. It is a platform for the individual to discuss their issues and opinions. Social media includes social networking sites and blogs where people can easily connect with each other. Social media defined as “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship”. The research work was focusing about how social media involved in the modern youth life. And it also highlighting the positive and negative effect of social media in youth.

YOUTH SOCIAL MEDIA:

Many young people's day to day life are woven by the social media. Youth are in conversation and communication with their friends and groups by using different media and devices every day. Few decades back youth are in touch with their friends and their group in schools and college. But recent days, youngsters are in contact with unknown friends through social media. Socon 2013, BBC news research concluded that 67% of facebook users are youth and students. Social media was widely accepted by public. There are numerous online networking platforms such as Facebook, Twitter, Instagram, Pinterest, You Tube, LinkedIn etc., Youngster frequently uses the web, mobile phones, online games to spend their time, to communicate and to share information and to gather the information. Social displacement theory basically

states that the more time you spend in the world of social media, the less time you are likely to spend socializing with people in the real world. The social displacement theory also states that such a decrease in social interaction will make you miserable or to use scientific language, “lead to a decrease in your well-being”. A new study reports says “Social media use doesn’t negatively affect our social interactions or social well-being in a significant way. Michael Kearney research suggested that “social media use doesn’t have a strong impact on future social interactions”.

OBJECTIVES:

- To examine the impact of social media on youth social life.
- To identify the benefits obtained from using the social media by youngster.
- To ascertain why youth use social media

DATA COLLECTION:

For this research work, only secondary data use to collect the data based on objectives. With the help of previous research work from various researchers were taken into consideration to derive the solution for the research objectives.

Youth favourite social media sites: The majority of social media user are using Facebook, Whatsapp and Twitter. Among these three Facebook is the top most social media prefer by youngster.

Time spent on Social Media site per day: In an average, youngsters are using 30 minutes to 1 hour in a day in social media sites. Around 1/4th of social media young user are using 2 to 3 hours in a day in social media sites. 2% of social media user are using 4 to 5 hours in a day in social sites.

Youth use Social Media: Most of the youth use the social media for the purpose of chatting, Downloading Music and Video and also youth use the social media for sharing the information to their friends, peer group and general public.

Youth Social Life:

Social media helps the youth to connect their friends, peer group and general public. They also used the social media for transforming the information from one end to other end. Social networking sites allow the youngster to get support from online that they may lack in traditional relationship with others. During the critical period of youngster life, they use the social media for getting relax, to get advice and also to get information. They also use the social media for getting the answer related to their career objectives.

Influence in Personal Life:

Youngster should understand the pitfalls of the social media; youth are not clear about the stranger in the field of social media. Sharing the unnecessary information in the social media by youth such as kidnapping, murder, robbery etc., in social media young children and teenagers girls were targeted by stranger. Due to this youth raises the complaint in police station. Because of over usage of social media, many of the youth wasting lot of time on social sites like chatting, watching unnecessary video etc. in social media few useless blogs, sites app are extremely influencing that they become violent and can take some inappropriate sanctions.

Influence in Academic Life:

Most of the youth are using the social media more, because of usage of social media their academic performance get affected. Their concentration towards the academic was reducing. They get distracted towards the academic because of fascinated world in social media. MehMood & Taswir's (2013) conclude that students academic performance influence positively through use of technology such as internet. Choney (2010) and San Miquel (2009) found that students' usage of social media will have adverse effect on their academic performance result. Choney (2010) concluded that time spend on social media reduces the academic performance, GPA of 3.06 and 3.82 by user and non user of facebook respectively. Owusu-Acheaw & Agatha Gifty Larson (2015), concluded that strong and positive relationship between the academic performance and the usage of social media. San Miguel (2009), focused average user of social media study 1 – 5 hours per week but average non user of social media study 11 to 15 hours per week. Fu-Yuan Hong et al (2012), resulted that identify personal psychological characteristics of Taiwanese female university students which can significantly predict mobile phone addiction; female university students with mobile phone addiction will make more phone calls and send more text message. "Social media has provided a means of constantly giving into the temptation of instant, easy-access entertainment," said Dr Bono.

Social Media and Relationship:

User of social media can have a detrimental effects on our mental health, in a average youngster are checking their phone as much 28 times a day. Social media has both negative and positive effects on a relationship. Social media make one to stay connected with their friends, peer member and other member on time. It helps the youth to contact them round the clock. It also helps the youngster to develop personal relationship, no matter how long distance may be. But in other hand, social media can cause human to have lesser face to face conversation. It decrease the human touch in person.

The positive effects of social media are; it allows individual to make new friends, it create the new interest, it connect the large number people with similar interest. Social media provide the opportunity to connect different countries to develop effective relationship. Social media websites allow an individual to create a profile which gives the information about their likes and dislikes.

The negative effects of social media are: As communication is very important to sustain a relationship but social media hooks the attention of the individual to spend much time. Now a days youngster are spending much time in social media but at the same time they are not spending quality time to their life partner. Bad people creating the fake profile to attract the incent people. And also some good people are updating with correct profile, it also attract the fraudulent individual. By believing the unknown person in social media create the some many problems in the life of the individual.

Social Media and body Image:

In 2015, researchers at the Pew Research Center based in Washington DC sought to find out if social media influence more stress than it relieves. In 2014, **researchers** in Austria found that respondents are lower in mood after using 20 minutes in social media when compare to the individual browsed the internet. Marketing researchers Jonah Berger and Eva Buechel found that individual emotionally unstable are uploading their emotional pics in the social media. It is the reflection of negative experiences. More number of youngsters is uploading their sexy photos in the social media. Especially youngsters are taking selfie by exposing their physic. By exploring their body they are crazy enough to attract the opposite gender. This creates lots of personal problems in their life. Because of social media, youth sleeping habits get disturb. Finally it leads to depressed in their routine life. More number of youth gets diverted through social media and it affects their mental health. More number of research says that social media affects both mentally and physical among youngster.

Conclusion:

The research concluded that there is lot of connectivity between youth and social media. Any improvement in technology will leads to both positive and negative ways towards youngster. Currently young generations are using the social media more for entertainment and time pass. But if social media used for right purpose, then youngster can update their knowledge, skill, ability etc. due to wrong usage of social media, youth are getting affected from depression, mentally, physically and also decrease in their academic performance. But social media has very close connectivity between youth. Disconnecting the social media connection from youngster is impossible but highlighting the right way to use the social media will leads the massive economic development.

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