

Youth and Social Media

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Introduction

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained. On a professional level, we can make use of social media to expand or broaden our knowledge in a particular field and build our professional network by connecting with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and elevate your brand.

POPULAR SOCIAL MEDIA SITES:

Facebook

This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter

We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character limit to pass on information. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

Google+

Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

YouTube

YouTube : the biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.

Instagram

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

Flickr

Flickr, articulated "Glint," is an online picture and video facilitating stage that was made by the then Vancouverconstruct Ludicorp in light of February 10, 2004, and later obtained by Yahoo in 2005. The stage is well known with clients who share and install photos. Flickr had more than 112 million clients and had its impression in more than 63 nations. Million of photographs are shared day by day on Flickr.

WhatsApp

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2014, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

POSITIVE IMPACT OF SOCIAL MEDIA ON YOUTH

Socializing:

An important part of growing up, is to socialize and make friends. Why this is important? It is because, it allows the children to exchange ideas and learn new things. This will invariably result in them becoming more confident in life.

Sharing knowledge:

It provides an easy and an effective way in which students can share knowledge. Students can simply access the information, study, transform (if needed) and share. Hence, the flow of knowledge becomes smooth.

Learning from various sources:

The long range interpersonal communication advances are worked in such a way, to the point that understudies will have the capacity to pick the gathering, movement or the individual they would need to take after for every day refreshes. The ways of learning is plenty.

Sharing what they feel or think:

Students frequently don't get the right stage to share their feelings. Through social networking technologies they are given an option to sound their thoughts. If students were permitted to share what they think and feel, it becomes simple for them to decide what is good and what is bad.

Connectivity:

The first and foremost benefit of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The prettiness of social media is that you can attach with anyone to learn and share your thoughts.

Education:

Social networking provide various benefits to the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background we can educate ourself, without paying for it.

Information and Updates:

The primary favorable position of the web-based social networking is that you refresh yourself from the most recent happenings around on the planet. More often than not, Television and print media nowadays are one-sided and does not pass on the genuine message. With the assistance of web-based social networking you can get the actualities and genuine data by doing some exploration.

Help Develop Social Skills:

Many teens are socially awkward. Social Media also gives them the probability to develop their social circle and develop new friendships. Other benefits include social confidence, heightened literacy in the media, and more social support. Social media diversifies teen's social skills, which in turn helps them navigate successfully through modern society.

NEGATIVE IMPACT OF SOCIAL MEDIA ON YOUTH

Reduced learning and research capabilities

Students are depending more on the information reachable easily on these social networking sites and the web. This reduces their learning and research capabilities.

Reduces command over language use age and creative writing skills

Students generally utilize slang words or abbreviated types of words on long range interpersonal communication locales. They begin depending on the PC language structure and spelling check highlights. This decreases their charge over the dialect and their experimental writing abilities.

Time wastage

Students, while seeking and concentrate on the web, get pulled in to utilizing online networking locales and once in a while they overlook why they are using internet. Sometimes students are not able to deliver their work in the specified time frame as their time wastes. Low grades Students get low evaluations in school because of absence of the coveted data and composing abilities.

Effect on health

The unnecessary use of these sites has an effect on the mental as well as physical health. Students do not take their meals on time and take proper rest. The abuse of these destinations once a day has many adverse impacts on the physical and psychological wellness of students making them lazy and unmotivated to make contact with the general population face to face. The guardians should check and adjust on their kids when they utilize the web.

Cyber Harassing

According to a report distributed by PewCenter.org the greater part of the youngsters have progressed toward becoming casualties of the digital bullying over the past. Since anyone can make a phony record and do anything without being tailed, it has ended up being exceptionally straightforward for anyone to spook on the Internet. Dangers, terrorizing messages and bits of gossip can be sent to the majority to make inconvenience and uproar in the general public.

Hacking

Personal information and security can be hacked and shared on the Internet. Some twitter and Facebook accounts have been hacked in the past and the programmer had posted materials that have influenced the person's lives.

Addiction

The addictive piece of the online networking is awful and can exasperate individual lives also. It can likewise squander individual's time that could have been used by profitable tasks and exercises.

Fraud and Scams

Several cases are available where people have committed fraud and scams through the online networking.

Risky Sexual Behavior

Young people are simply finding their sexuality. It is exceptionally typical for them to be occupied with everything sexual. However, the measure of sex in media today can make an adolescent befuddled. Sex without duty – that is by all accounts the message being radiated at adolescents. This can prompt untrustworthy sexual conduct and undesirable pregnancies.

CONCLUSION

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities.

Last but not least, all the citizens are advised to adopt the positive aspects of social media and avoid negative effects, So that we can avail the benefits of these latest and emerging technologies.

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