

Influence of media in changing the life-style of youth.

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Abstract

The purpose of the paper is to address the influence of media in changing the life style of youth. Lifestyle is the interests, opinions, behaviors, and behavioral orientations of an individual, group, or culture. The broader sense of lifestyle as a "way or style of living" has been documented since 1961. Lifestyle is a combination of determining intangible or tangible factors. Lifestyle. The definition of lifestyle is the way you live including your style, attitudes and possessions. When you have all luxury items and can buy whatever you want, this is an example of your lifestyle. Lifestyle changes mean modifying things we each have control over, like changes in diet or daily routine, Media plays very a important role and has influence in virtually every aspect of our lives. It is considered as the best source to know about the happenings of world. It greatly affects our lives because media has the power to influence our thoughts. This influence is sometimes positive and sometimes negative.

Index Terms:

Various type of Media, Television, Radio, Podcast, Video, Magazine, its impact negative and positive, health issues, awareness.

Introduction

Media plays very an important role and has influence in virtually every aspect of our lives. It is considered as the best source to know about the happenings of world. Newspaper, magazine, radio, television and internet are the different types of media. It greatly affects our lives because media has the power to influence our thoughts. This influence is sometimes positive and sometimes negative. The media can manipulate, influence, persuade and pressurise of the youth, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally. They give youth more understanding of how the media may affect them socially. Other media, such as magazines, radio, video games and the Internet, also have the potential to influence children's eating habits, exercise habits, buying habits and mental health.

Media is the main source of information. It creates awareness among the youth and makes them eighlightened citizens. It creates opinion about the technology advancement, current trends, changes in the fashion and culture; adopt new culture and food habits etc. There are so many positive impacts of media on our culture. Media increased the connections between people and created an environment in which you can share your opinions, pictures and lots of stuff. ... On the other hand, media has influenced our culture in negative ways; media already highly influences our shopping, relationships, and education. Circumstantial life events, influences, and surroundings can further change our behavior. Social media already highly influences our shopping, relationships, and education. Media may begin to have a negative impact on other areas of your life if: Social media is taking over from real-world, in-person communication. You are comparing yourself to others online and it is making you feel down or feel bad about your body image. You have feelings of inadequacy and low self-esteem

Negative influences include Media's eating disorders and mental illnesses in adolescents. Media needs to have more realistic models that are more relatable for men and women. Eating disorders would include bulimia, anorexia, binge eating, and purging, Viewing photos with many (compared with few) likes was associated with greater activity in neural regions implicated in reward processing, social cognition, imitation, and attention," a study published in the journal Psychological Science revealed.

The most common positive impact media was that it allowed youth to stay abreast about the changes happening in society, culture, lifestyle of people, and education system, political, innovations in the direction of science and technology, by reducing the communication gap between one group to another group and help to reach at the consensus, they can remain in touch with past and present friends throughout the changes in their lives: school, job, and team changes, hospital stays, studying abroad, etc. main positive impact of mass media today is that information can spread rapidly via the internet, allowing people access to news mere minutes after an event occurs. The various forms of media – primarily television, newspapers and radio – spread and disseminate information. Getting your information into the media will spread your group's story

further than it could be spread without media coverage, media can be used for various noble causes like social welfare activities and promotion of Non-Government Organizations (NGOs). Not only this, but it also helps to change the way people live. It creates awareness and helps people to discover various innovations that help them enhance their own lives. Other positive impact includes mode of entertainment, self-expression inspiration, can develop social and political sense. Self-awareness about the health issues, and helps create self-identity as one can imitate himself or herself by watching movie or some entertainment program or follow them in their life. And some other negative impact includes health and development issues poor academic performance, sleep deprivation, and reduced physical activity, and face-to-face social interaction, Media has a severe effect on how youth understand beauty and positive body image and language. For instance, media usually creates an impression that “thin and fair” is beautiful. Such misleading messages can have a negative effect on the health. Creates wrong perception and wrong beliefs.

Various Forms of Media

Television is closely associated and the most dominant trigger in influencing the lifestyle of youth in both positive and negative aspects depending on the program seen by the youth the negative effects of exposure to violence, inappropriate sexuality and offensive language, adopt bad habits like drinking alcohol and smoking are on a rise as youth try to imitate their favorite celebrity or model are convincing. Still, physicians need to advocate continued research into the negative and positive effects of media on children and adolescents. Other media, such as magazines, radio, video games and the Internet, also have the potential to influence youth lifestyle in the same way or other depending on the program they are interested to listen or watch, the symptoms may include eating habits, exercise habits, buying habits and mental health. If children are allowed to be exposed to these media without adult supervision, they may have the same deleterious effects as television.

Objectives of the Study

1. To identify the age group of youth engaged in over- utilization of media
2. To identify the main purpose of media among the Indian youth
3. To find out how much time do youth spend on the each media platform?
4. To understand the positive and negative impact of the media
5. To identify and minimize the use of media pertaining to the use of media type.

Research Methodology

The present study aims at identifying the nature, scope, influence of various media types on the Indian youth. For the study purpose questionnaire survey method has been adopted with a view to collect primary information from youth about age group of youth, main purpose of utilization of media, their positive and negative opinion and impact about media and the effects of social media on the emotional ,physical and mental Health of the selected youth.

Selection of Sample

A random sampling method was applied by choosing 150 youth male and female students (in the range of age 18 years to 25 years) in pre and post-graduation colleges situated in Aligarh city was selected for eliciting the data for study-This questionnaire which is the main tool for collection of primary information? It is enclosed with a view to fulfill the objectives of the present Study. Questionnaire was distributed in the selected college. In order to identify the users of social media. The following table indicates the number of youth (Students) selected from pre and post-graduation colleges.

Result and Discussion

Colleges	No.of Students	No.of colleges
Pre-graduation college	80	1
Post-Graduation college	70	1
Total	150	2

The sample was collected and identified that the various type of media has its own advantages and disadvantages on youth which also depends on the type of content or program the youth opt to watch and total time spent also impact the youth in personal, emotional manner and will be deciding factor as to which media type has the most influence on the youth.

Observation and conclusion or Findings:

- ❖ Through the study it is observed that over utilization of media is growing among the youth, between the ages of 16 years to 25 years.
- ❖ Majority of the selected youth are using all the media type such as Television, Radio, Podcast, video, social media for the purpose of site surfing, chatting, entertainment etc.

- ❖ Majority of the selected youth are spending varying amount of time from less one hour to 5 hrs. Every day on social media. Numerous youth are spending so much time (1/3 duration of a day) on social media, that it interferes with their daily routine activities.
- ❖ Several youth have expressed their positive opinions regarding utilization of all the media types and other social media. They are in the opinion that, they cannot imagine their life without social media, even though they are facing several bad or negative effects of over utilization of social media.
- ❖ Over-utilization of social media has disastrous effects on the anxiety and panic-stricken etc. During the survey it is observed that, in many youth anxiety levels are very high and they are anxious about their gadgets. They become panic-stricken when they are not utilizing social media.
- ❖ It is concluded that, over-utilization of social media reduces the productive capacity of users due to continuous surfing and creates physical as well as mental problems.
- ❖ It has been observed that use of TV, Radio and Magazine has increased the awareness and general knowledge among the youth about political, social, economic and health related awareness.
- ❖ Use of video and podcast has also increased the awareness about new technologies, scientific innovation such as Artificial intelligence, robotics, mobile app and other tools.
- ❖ Now-a-days growth in entertainment modes, ubiquitous data and computational process can be found in several domains and context, including social media
- ❖ Over utilization of social media, makes youth sluggish and Unenthusiastic to have interactions with people in real life.
- ❖ Radio and TV is good for the breaking news and current updates in the day to day life of youth.

Limitations:

Even though the study was conducted in a proper manner and phase, but the data submitted by the students may have some variations from the real to imaginative and chances to misinterpret. It is also observed that individual have different choices to make when it comes to average spent time on media vehicle. For some, most spend time on TV programs may have negative impact as they are keen to watch adult programs and smoking and alcohol advertisement making them to imitate their model and celebrity or the same amount of time can be utilized to watch some informational program such as discovery or news channel to increase awareness. Social media also vary from increase their social network to upgrade in their respective field or can be used for cyber bullying, hacking or watching adult content. Video and magazines have same impact depends on the content being watch or read led to positive and negative impact. So more research need to be conducted in future to reach the conclusion.

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