



AN ANALYSIS OF FINANCIAL INCLUSION IN SOCIAL MEDIA IMPACT OF YOUTHS IN INDIA

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Abstract:

In the 21st century it is very easy to access with the internet than ever before. This easiness leads to misuse of technology and social media. Social media has a great impact on people especially on youths because it made them closer to other parts of the world. Faster development of mobile technology has played a remarkable role in shaping the impact of social media in youth's life, it influences them in several aspects of their lives and it becomes a part of their daily life. Unfortunately it can make both positive and negative influence on the users. This paper made an attempt to understand the positive and negative influence of social media on youths.

Key words: *Technology, Social media, youth, Internet, Social development.*

INTRODUCTION:

Social media is the most powerful and versatile technology which connects the entire world. It plays an immense role in social development by connecting people through its vast network and bring them together to share what they feel.

Social media has become the part of life for most of the youth's in India. Even the teenagers are using social media unanimously. Now, at present social media is reshaping our youth's in its own way. They are highly active in online and they are excited to make new friends, to make a instant chats, posts, likes, shares and to update a statuses. They are over whelmed if their update gets highest likes and appreciation.

Facebook, What'sapp, Twitter, Instagram, Linkedin has made a tremendous miracle among youth's. They are also using this platform for creating social awareness by posting their views through hashtag (#). #metoo has become most successful in bringing the inner voice of women in a strongest way through these websites. At the same time, there are equally as many dangers with it. Being overly active on social media may cause severe disorders and may end up in spending most of their valuable time uselessly being social connected to unknow people and making new friends sounds great however they neglect their own family and that leads to social isolation.

To make this platform effective and successful, youth should be aware of what they post, whom they following and to check who they follow or else they may cause destruction to themselves ad to society as a whole.

Purpose of Using Social Media

Social media of the youth are shifting from Television media to social media as it has influenced them. Social media influences youngster's lifestyles and it is helping them to create a network throughout the world. Social media makes it effortless to make the relationship with anyone by expressing their likes and dislikes, which can be easily done. They can connect with everyone through texting, sharing pictures and videos to their friends and the information can be passed on immediately at a cheaper cost. Social networking offers a platform to discuss some burning current issues. Social media is a channel through which they can share their thoughts and feelings with their peers. As the youth get older they are in dilemma as what can be done, they get guidelines for the problems in their life. Help students to share information regarding the assignments to be submitted. Ticket booking for a movie show, a hotel, and flight and train tickets for local as well as for an overseas travel trip can be done immediately. Social media has facilitated political change as the youth are more aware of politics.

Issues and challenges of social media youth

Social Media Today, "Social media is more akin to a communication channel. It's a format that delivers a message. Like television, radio or newspaper, social media isn't a location that you visit. Social media is simply a system that disseminates information 'to' others. With social networking, communication is two-way. Depending on the topic, subject matter or atmosphere, people congregate to join others with similar experiences and backgrounds. Conversations are at the core of social networking and through them relationships are developed."

Simple enough, not really, because apart from sites there are also Apps. Wikipedia, the free encyclopaedia, among several other definitions, says the term “app” is a short form of “software application” and that a mobile software application or mobile app is a software application designed to run on a mobile device such as a smart phone or tablet computer. This is in contrast to desktop applications that run on desktop computers, and with web applications which run in mobile web browsers rather than directly on the mobile device.

Let’s just say for our own purposes here that you have to download Apps to get faster access to sites/services on your mobile phone, tablet or other mobile device.

DreamGrow has given me permission to share with you the following datas of the top 15 social networking sites in the world.

Facebook with two billion users as at the end of June 2017 leads the pack with a huge margin in front of YouTube which has just one billion users, followed by Instagram with 700 million. Twitter has 313 million. Reddit displays 250 million users on its website while Meetup has reached 30 million users. Vine (now Vine Camera) 200 million, Pinterest 150 million. Ask fm 160 million. Tumblr 115 million. Flickr 112 million. Google+ 111million. LinkedIn 106 million. VK 90 million. ClassMates 57 miilion. Meetup 30.3 million.

Influence of Social Media towards Youth

Social media encourages unethical videos, chatting, images that generate a difference of opinion among them. Such postings are weakening the affiliation between nations. As the youth are immature they fall victim to cyber bullying. This affects the mental and emotional health of the youth and leads to suicide. As there is a lack of privacy in social media site there are chances of misusing private information by a third party. Due to the use of social networking face to face interaction is getting reduced. It spreads false rumors and unreliable information. Criminals use social media to commit crimes. It supports amateur medical advice which is critical and life-threatening.

Positive Aspect:

Social media is a global platform which constantly connects the people. They express their views, some more app’s helps to exhibit their hidden talents, even they do business through it. As, internet serves as the backbone for the digital economy. This has lead to a revolution, where a group of young minds develop a new market through social media with less cost or some more times with a zero investment. By uploading videos in facebook, instagram and YouTube they can earn more. Even the sensational singer Ranu mondal who was singing at railway platform become popular through these site’s Priya Prakash varrier become a

star of the nation in overnight. Nava dies cooking websites and makeup tutorials are also wide spreading. Youth's are finding employment or job recruitments through these media's. Thus it have created thousands of jobs and new avenues of income by spreading information faster than any other media by allowing people to access the resources easily.

Negative Aspect:

Social media has redefined the ways of communication. Yet, it has embraced many lives, social media addictions made most of the youth's as an introverts and as passive onlookers. Around 75% of the youth created profiles on multiple social networking sites. Some of them use fake profiles to trap innocent youngsters and end up their life in criminal activities. Too much of addiction may lead to miserable life, depressions, lack of concentration, anxiety, rudeness. Some of the social media sites like Tinder and some other dating apps results in numerous casual relationship and that make it more difficult to find a meaningful relationships. Cyber bullying is quite common now a days, which is extreme usage of freedom of expression. This growing trend develops an unhealthy society even, some terrorist organisations trap the youths through social media and spread their messages faster leading a serious threat to the nation.

Ten Social Media Statistics You Need To Know In-2020

Today social media has occupied very predominant place everywhere. It has changed the way we live our lives. From this channel we interact with our beloved persons.

Although social media has been growing rapidly since 2004, it hasn't reached the peak of its popularity yet. There's no denying that social media platforms are now a major source of news and information. Social are unique in the way they interact with customers. Not only do they provide a platform for users to communicate beyond local and social boundaries, but they also offer countless possibilities to share user-generated content, like photos, videos and messages etc.

With popular social media platforms have been growing in terms of size, each platform has a unique audience. If you cater your content toward the audience of the social media platform, you'll be successful in your goal. So as initially we thought it would be a great idea to share the most important social media statistics to keep in mind for 2020.

With Staying on top of the latest social media statistics it will help develop your marketing field strategy and made the good plans to interacts with social media. Now we would take a glance at the topmost social media statistics for this 2020 year, and how they can assist to your ahead.

- 1) **How Many People Use Social Media:** It is a new tendency that the usage of social media in the world is ever-increasing. There is no doubt one of the most popular online activities that users engage in. Social media statistics from 2019 show that there are 3.5 billion social media users worldwide, and this number is only growing. That equates to about 45% of the current population (Emarsys, 2019).
- 2) **Facebook is the Market Leader:** In this current world one of the most amazing social media is Facebook it has been shaping the social media landscape since its launch and is continually evolving to meet its user's needs. With over 2.32 billion active monthly users, Facebook remains the most widely used social media platform. Active users are those that have logged into Facebook during the last 30 days. Keeping this social media statistic in our mind, we need to know how we can make the best out of our resources. With Facebook currently holding the position of the biggest social networking service based on global reach and total active users.
- 3) **Daily Usage by Generation:** Today Social media usage has been broken down by E-marketer and the results by generation are interesting, to say the least. To break down it down, 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users (Emarketer, 2019). Millennials continue to be the generation with the highest use of social media, and also the broad access to smart phones. The other hand, are more likely to be using tablets. Lastly, Baby Boomers are also bridging their gap with technology and are increasingly becoming more familiar with social media platforms.
- 4) **How much time do people spend on Social Media:** It is a serious concern that in this modern generation we are consuming slowly the poison with addiction to social media. Whether it's scrolling down our bottomless Facebook feeds on the subway, or posting the perfect brunch photo on Instagram before eating, social media has become inescapable. This social media statistic explores that an average of 3 hours are spent per day every person on social networks and messaging (Global web index, 2019). Thus social media is becoming more integrated part into our daily lives.
- 5) **Social Media Marketing:** Today's world all Brands are riding the wave of social media marketing. 73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business (Buffer, 2019). Social Medias allow brands to access cost-effective marketing, interact with their customers.
- 6) **Customers Are Using Social Media:** Nowadays Social media is growing in terms of its goal and impact, and this statistic is here to show just that. 54% of social browsers use social media to research products (Global Web Index, 2018). More buyers are joining social media networks and

looking for reviews and recommendations. That's why it's essential to have a prominent online presence on various social media platforms.

- 7) **The Impact of Positive Customer Experience:** At this point, it's no doubt that social media marketing is essential for your business. One of the ways that our business could benefit from social media marketing is by providing the best possible customer service. The idea here is to manage your online presence and make sure that you keep in touch with your customers through social media platforms. This includes responding to comments, mentions, and messages. 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family (Life marketing, 2018). By interacting with customers through social media platforms we show them that our care.
- 8) **Influencers Help Build Brand Trust:** Influencer social media marketing is having a big moment nowadays. Brands are increasingly turning to social media platforms for their marketing, and there are good reasons. Totally 49% of consumers claim that they depend on influencer recommendations on social media marketing to inform their purchasing decision (Four communications, 2018). This means that if consumers feel confident in the recommendation from an influence, they'll be more likely to purchase the product.
- 9) **Instagram Stories Usage:** The younger generation has a passion for instagram Stories these are a big deal on Instagram. They let us share the moments of our day, without saving them to our profile. The following social media statistic shows us the number of daily active Instagram Stories users, which has increased from 150 million in January 2017 to 500 million in January 2019 (Statista, 2019). The Instagram stories invite brands to the possibility of higher creative freedom which might help their campaign become a success with their customers.
- 10) **Social Media Users via Mobile:** Today's world the demand for mobile-friendly content across social media is rapidly increasing, and justifiably so. 91% of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms (Life marketing, 2018). Smart phones and social media are evolving side by side, and our brand should make sure to keep up. Mobile friendly interfaces are the way forward, and if we are marketing online we need to make sure that our content and layout is optimized for mobile. As we can see from these social media marketing statistics, different platforms can serve different purposes.

Suggestions:

1. Youth must be taught to analyze the data and able to judge the information that contaminates our values which will certainly benefit our country, the companies with a sense of greatness in life.
2. Young people should not provide their personal information on social media as it will be misused by third parties.
3. Minimize the negative effects of social media while chatting
4. To safeguard the future generation, teachers and parents should make sure what the children are doing in social media.

Social Media-2020:

Here's a summary of the Social Media Statistics for 2020:

1. 3.5 billion Social media users worldwide.
2. Facebook is the most popular social media platform.
3. 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users.
4. Users spend an average of 3 hours per day on social networks and messaging.
5. 73% of marketers believe that social media marketing has been "somewhat effective" or "very effective" for their business.
6. 54% of social browsers use social media to research products.
7. 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
8. 49% of consumers depend on influencer recommendations on social media.

Conclusion:

Social media allow people to communicate accross geographies and made the world as a village. It is gaining the popularity day by day, most of the people engage without thinking whether it is a boon to our life or it has an adverse effect on our life. So, before investing our valuable time one should know how to use or handle it. It is in our hands to get best out of it or a worst. Think twice befor liking, posting and sharing.

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