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IMPACT OF SOCIAL MEDIA ON INDIAN YOUTHS AND STUDENTS- A STUDY

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ABSTRACT :

   In modern society the youths of Gen-Y mostly rely on Social Media.The Social Media has become their part of life.The surfing on the Internet is now heavily shifted to social media sites.In terms of internet users in the world, India is the third biggest country.Social networking sites like Twitter,Instagram, Facebook, WhatsApp etc. distracting students from their studies.Social networking sites and social media have revolutionized the current society.Social Media has merits,but excessive use of social media is creating an impact on the physical and mental condition which is getting worse
and worse day by day.The affecting lifestyle of youth due to addiction to Social Media resulted in changes in behaviour.Statistics are showing us the terrifying facts.In recent time social media has been established itself as a powerful communication tool.More than three billion users are at present in world wide. It is now taken as a mass media through which anybody from anywhere can share his thoughts, views,**information** etc. to anybody or a group **via wire or wirel**ess medium.**Social** media sites like F*acebook,* **W***hatsapp,* **Instagram, Twitter,Snapchat, Skype,Google H**angouts etc. are very popular among students and **youths.Though** there are many positive si**d**es of social media, students are getting more and more addicted and **v**ictimized **themselves as** they are neglecting the**ir academic** studies. **T**hey are avoiding **other recrea**tional activity and also **prefer**ing online interactions against **face-to-face** communication. **S**ocial media becomes irresist**a**ble to **them and hence** creating i**ll** effects **upon them.T**he main **focus** of students i**s distrac**ting unfortunately. Every aspect in the society has positive and negative externalities.We need to see how th**e**se negative external**ities** can be balanced and su**r**passed **through** positive external**ities** to reach **all round** development. **T**his paper will explore some positive and negative effects of social media on the student life and some **probable** measures to minimise the negative effects.

INTRODUCTION

   In the late 90s when a site like My space gathered a lot of popularity in a short duration of time,social media has grown to millions of active users. During that time the users of such social media were mostly adults. Specially for business purpose. In the mid-2000s sites like Twitter & Facebook changed the concept of social media today.To day,there are a number of popular social sites like Facebook ,Twitter, Instagram, WhatsApp, Snapchat,Likedin, TikTok,Skype and some other in the que.The majority of the users are teenagers.The Internet offers a wide variety of communication tools. Billions of people use facilities like

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search engines emails ,webpages, internet banking, internet telephony,conferencing ,e-newspaper ,e-journals,multimedia sharing ,online news rooms etc.In the present situation internet is an essential communication medium in professional as well as personal life
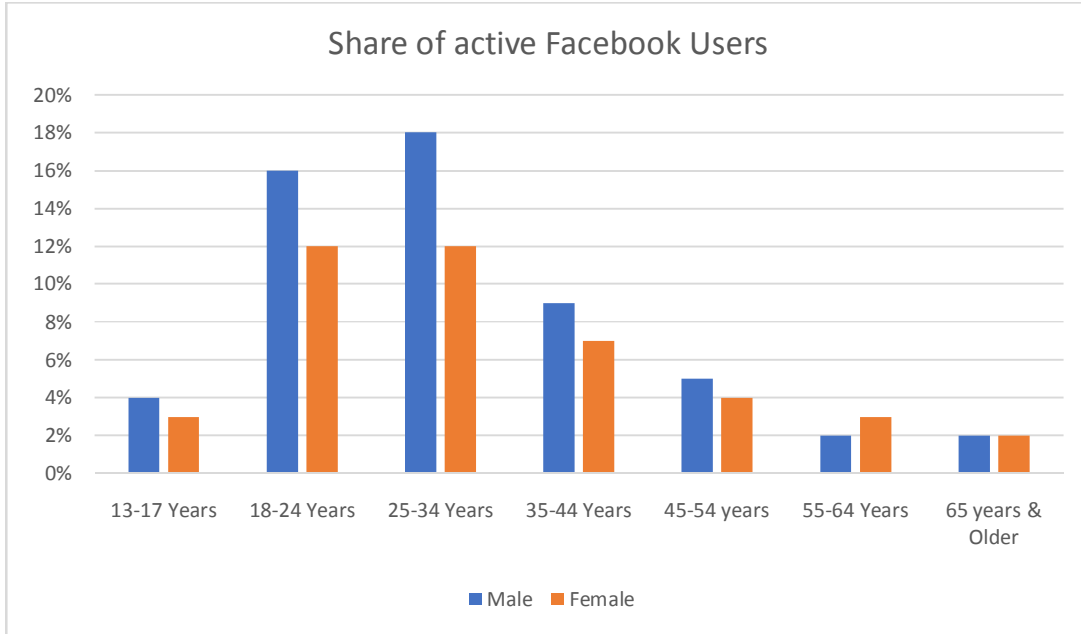

Figure 1   (Sources : We are Social; hootsuite; facebook; Statista 2018)

Off the 7.7 billion global population world wide,social networking has 3.499 billion active social media users.The average daily time spent on social media is approx 142 minutes a day.91% of retail brands use two or more social media channels.81% of all small and medium businesses use some kind of Social platform.Social media users grew by 202 million between mid 2018 to 2019.That means in every 6.4 seconds a new social media user joined in the mentioned period.Facebook Messenger and WhatsApp handle 60 billion messages a day.Google processes 100 billion searches a month.That means an average of 40000 search queries every second. 92.81% of all internet searches are carried out by Google. 60% of Google's searches come from mobile devices.Social media statistics from 2019 show that there are 3.2 billion social media users world wide, and this number is only growing.That equates to about 42% of the current population(Emarsys,2019). Facebook's market share of U.S.social media visits is 53.61% . Country with the biggest share of Facebook users world wide as of January 2018 is India.

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Social Media	Active Users
Facebook	2.375 Billion
Twitter	330 Million
Instagram	1 Billion
Google +	111 Million
WhatsApp	1.6 Billion
Youtube	1.9 Billion

Table 1 : Social Networking Statistics (Source : Brand Watch, 2018)

Number Of Facebook Users in India	270 million
Number of Instagram users in India	69 million
Age Group with the Highest Share of Instagram Users	18-24 years Old
Share of Active whatsapp Users	28%
Most Popular Messenger app feature	Group Chat

Table 2 , Source : Statista

There are 4.39 billion internet users in 2019,an increase of 366 million (9 percent) versus January 2018.T here are 3.48 billion social media users in 2019, with the world wide total growing by 288 million (9 percent) since this time last year (January 30,2019).

The increased use of social networking culture and social networking sites by youth has helped in bringing friends and family closer for those living in distant area.

The extensive use of social networking however, makes it an interesting study regarding the risks and consequences on the existing youths. These phenomena influence the youth for their social emotional and mental well-being.Negative outcomes are seen as increasing exposure to online dating, exiting,cyber-bullying, sleep deprivation,unknown persons accessing personal information,low social interactions through face to face communication,cyber crime,digital theft.

Objective :

The objectives of this study is an attempt to investigate the extent of social networking impact on the Indian students and youths. Another objective is to determine how social networking websites affects student's academic performance. Another objective is to study the importance of social media and to find out some probable measures to minimise the negative impact of social media.

METHODOLOGY:

The study has been conducted by consulting existing literature through historical, analytical and empirical approaches. The present work is mainly based on secondary information collected from various sources like journals, articles, books, websites etc. Further the research has made of research analysis survey.This survey was conducted among randomly selected social networking sites users in India with a age group of 15-25 years old students and youths. The age group of the youth 15-25 years was chosen since they are the heavy users of social media sites and also fast adopters of advanced technology. The surveys were done using web 2.0 service, where the questions are disseminate through survey's websites,e-mail and some data's were collected through personal interview through telephonic interview also. The data were collected through direct conversation and had face-to-face conversation and questioning them to know about the influence, behavioral changes caused on them by the social networking websites. This research also involves

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the examination of both participatory and directly methods,which help us to know some of the facts that was related to the analysis research. The second method participatory examinations was done by being active member in one or more social networking websites. While discussing the topics in forums,examination were made that helped in knowing about the information and facts related to the research.

A Brief History of Social Media -

◆ In 1995,1st social media named Classmates provided it's users to find & form ties with former schoolmates.

◆ In 1997, six Degrees was created to upload a profile, organise groups and make friends.

◆ In 1999,the first blogging sites like Blogger ,Xanga became popular.

◆ In 1999,the Cyworld launched as a mass social media blog -based South- Korean service.

◆ First social media site to attain over 1million members was launched in 2002 named Friendster.

◆ Orkut launched by google and started it's operation in 2004.

◆ Facebook launched on 2004,specially for Harvard University students.

◆ In 2005, video sharing website, Youtube was launched.

◆ In 2006 a text based social media Twitter was appeared.

◆ In October 2010,a popular image sharing app instagram was launched.

◆ In 2011,Google launched it's own social media site named Google+.

Features of Social Media	Forms Of Social Media
Participation	Social Networks
Openness	Blogs
Conversation	Forums
Community	Content Communities
Connectedness	Micro blogging

Data Analysis and Interpretations-

Uses	Percentage (%)
For Surfing	24.6
For Chatting	23.9
For E-mail	28.3
Social Networking	19.4
Others	3.8
Total	100

Table 3 , Purpose of Internet Usage in India

The main use of internet for mailing and surfing the internet with 28% and 24% (approx) respectively.The uses of networking websites are different between Indian youth and global scenario. Only 19% (approx) responded as social networking is the main purpose for them.For chatting the percentage is approx 23%.The other responses were downloading content, online shopping, studying e-journals and e-books,online transaction etc.

Members of SNS	Percentage (%)
Yes	98.2
No	1.8

Table 4 , Membership in Social Networking Sites (SNS)

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A exceptional 98% of sample was member of one or more Social networking sites which strongly makes a statement that being a member one or more Social networking sites among Indian youths and students.

Hours	Percentage (%)
Less Than 1 Hour	51.1
1-2 Hours	22.4
2-3 Hours	12.3
3-4 Hours	8.6
4-5 Hours	3.9
5-6 Hours	1.7
6-7 Hours	0
Total	100

Table 5, Time Spent on Social Networking Sites

In the above sample,hours spent on social sites it is clearly evident that 51% of the respondents uses Social Networking sites less than 1hour. A very low percentile of 1.7 % uses social sites for 5-6 hours.A moderate percentile of 22.4% uses social site for 1-2 hours while there was no respondent using the social networking sites for more than 6 hours.

Aspects of Social Networking- There are some positive aspects of social networking, but the findings and facts shows us that there are many negative aspects that come with the use of sites such as Facebook,Instagram WhatsApp, Twitter, Google+,Online Gaming Sites, Blogs etc.

Some positive aspects and effects of social network on student Education -

◆ Socializing : It allows the children to exchange ideas and learn new things. The more they interact with each other, the more they learn.
◆ Self updating : It allows themselves to update according to the need of the hour.
◆ Sharing thoughts and knowledge : It provides an easy and positive way through which they can share their thoughts and knowledge with others around the world.
◆ Creative development : pictures,blogs, videos,comments,help their creative development.
◆ Future preparation : It provides paths, plan of action ,strategy for their future academic and professional gold online academy courses online exam mock test help students a lot .
◆ Sometime social media relieves pressure of exam, anxiety, loneliness and provide happy moments to the students and youths.

Some Negative Aspects and Effects of Social Network on Student Education -
● Lack of focus : Excessive rely on the accessibility of information on social media, reduces focus on learning.
● Distraction : Social media distracts a student a lot in class teaching as well as outside of the class.
● Addiction : Students and youths are becoming addictive towards social media,online gaming. Some games games like MOMO,Blue Whale, some online video challenge like TikTok is becoming too much dangerous day by day.It tooks sometime their lives also.
● Poor performance on academic activities : Excessive use, addiction towards social media resulting poor academic performance for students.
● Lack of face to face communication : Students now a days lose their ability to face to face communication due to their unwilling attitude to face to face communication.
● Fake identity : Nowadays many social media users create their fake identity or profile.So,a high possibility is there to make a friend with a 'stranger' without knowing his/her properly. Teenagers ,students are becoming victimized by that situation frequently. Robbery,blackmailing, kidnapping, threatening and some other

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incidents like these are happening to the students nowadays very frequently. Innocent students and youths are becoming a friend of person who might be a criminal,anti-social, terrorist. Without assuming this possibility they are trapped easily by the 'fake friends'.

● Sharing personal information : Innocent students, teenagers, youths some time shaher their personal and secret information like Id, password,PIN, OTP etc while using social media and becoming victimized for that.Recent high cyber crime percentage is alarming.

● Stress factor : Useless blogs, messages,comments,bullying, trolling are creating mental pressure, stress,trauma,frustration among youth at a level that they become violent and take some inappropriate actions sometimes.

● Cheating in exam : Students sometime cheat in exam with the help of mobile phone or other digital devices.

● Social media some times glamorizes bad habits.

Some probable solutions of the mentioned disadvantages of Social media :

Through the above discussion it is evident to us that social media now a days,very important as well as alarming.Some probable solutions of social media's disadvantages are follows -

1) Awareness of parents should be improve.
2) Data limit/day should be set to avoid excessive use.
3) A restriction should be implement against the using of mobile in school, library,campus etc.For that restriction sometimes 'Jammer' should be use.
4) Awareness campaign should be organise in school,college, university by the Government as well as N.G.Os.
5) Proper counseling should be provided to the addictive users.
6) Substitutes like story books,comedy cinema,indoor as well as outdoor playing items/kits should be provided to the students and youths.
7) Mass awareness should be done against cyber crime bullying, trolling,sharing personal and secret information, bad effects of excessive use of mobile phones etc.
8) Government should launch policies against excessive use of social media by the students and time limits should be set.
9) Providing free data connection, unlimited data connection should be restricted to some extent for students or a section of users.
10) Playing online games should be restricted to some limit for students, teenagers.
11) Deliberately offensive or provocative online posting should be monitored and restricted or blocked.
12) FOMO (Fear Of Missing Out) should be controlled.
13) Those notifications which distracts should be turn off as the dangers of such interruptions are well known.
14) Users should be selective in their responses to avoid social overload.
15) Institutions should provide quality library with sufficient modern facilities.

CONCLUSION :

We have heard a lot in recent times about the gloomy side of social media;excessive use to the point of addiction, lack of privacy and data capture without informed consent.But in all of this melee,now is the time to remember that the way we use social media is up to us.Like everything else, social media too has its cons,which seem to get an upper hand over the pros.There is no doubt about the fact that social media is a platform.The technology is developing day by day rapidly.Considering the fact that most of the social media users are teenagers, parents should guide or educate them properly about the advantages and disadvantages of social Media.

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	Strongly Agree	Agree	Undecided	Disagree
Is highly addictive	22	53	16	9
Making us restless, sleeplessness	24	61	12	3
Leads to fear of missing out	44	36	7	13
Loss of concentration	33	42	18	7
Give rise cyber bulling	21	56	11	12

Table 6, Impact on Physical and mental health

From this study it is evident that social media has different merits yet it likewise has different faults which are affecting student life.The users of social media,have to adopt the positive aspects and avoid negative effects,as much as they can and as early as they can.The ministry has to propose to enact a new law that would guide the users of the social media with the do's and don'ts.Moderating the users access to social media is one of important methods.This is no doubt a challenging task.Relaxed family atmosphere,face -to-face interaction,family trip, indoor-outdoor gmes, fun,quality time with parents and relatives,motivational talk and videos,real life role model,library and books, yoga,counselling etc can be very helpful to reduce the negativities of social media.

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