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IMPACT OF SOCIAL MEDIA ON YOUTH

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ABSTRACT :
    Social media is a platform which allows people from all generations and walks of life to come on a single electronic carnival where they enjoy and share their griefs. They put their thoughts across in front of a larger audience. They share their thoughts and ideas in form of written articles, images, audio and video files. Social media has become an un-separable part of our lives and is affecting our lives in numerous ways. The maximum use and abuse of social media is attributed to the youth. It has been a gateway to the world for the youth besides increasing awareness with respect to various burning issues relevant in today's world and making them socially responsible. It has also made an negative impact as it has stealthily made the life of youth a virtual life as they are becoming less social and are subjected to cyber abuse. In this paper, we will focus on the positive and negative effects of social media on youth and the impact in a broader way.

KEYWORDS : *Śankardeva's Philosophy.*

INTRODUCTION

    Social media after the advent of internet is another big thing that has happened to the human race. It has become a platform for people from all walks of society, all ages, different cultures, regions and races to express themselves freely and share the content on click of a button. Social media has made a paradigm shift in the way people think nowadays. Social media spreading at amazingly fast speed thus changing the way the businesses are being run and the technology is spreading. It has certainly added on to the kind of emotions and the ways in which they are being expressed and shared with masses. The society has adopted this tool with much fanfare without evaluating its affects

ORIGIN OF SOCIAL MEDIA

    The origin of social media can be traced back to 1792, when the telegraph was invented. The telegraph was able to send small scripts at long distances far faster than any other source of transmitting info at that point of time. After this Telephone and Radio were invented in 1890 and 1891 respectively and are still used in more sophisticated forms. Technology gained momentum in 20th century and first super computer was created in 1920, and emphasis was given to create network among these computers leading to birth of internet. CompuServe enabled exchange of emails in 1960 and first patented social site Six degrees was created in 1997. From 2006 onwards social media took a giant leap forward in form of Facebook, twitter, Instagram and many more.

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SOCIAL MEDIA

Today one needs no tools to ascertain the levels to which the social media has penetrated into the society and our day to day lives. Just move out of your home and you will see 70% of people using the revolutionary device called mobile being used in one or another way. Social media apps such as WhatsApp, Facebook, Instagram and Twitter are the few which have creeped into our daily life and are known inseparable part of our life.
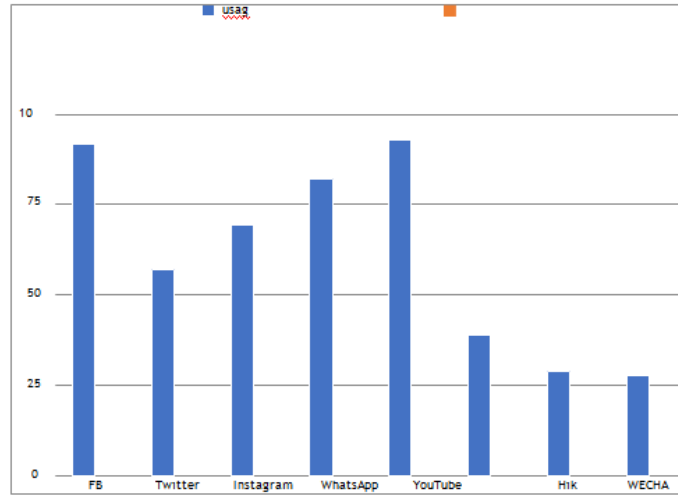

Table (1) shows that amongst all Facebook and You tube is subscribed by more than 90% people followed by WhatsApp (80%), Instagram (70%), Twitter (50%) and Snapchat (35%), Hike (28%) and WeChat by 26 %. After analysing the data, it is evident that people are using multiple social media sites and this brings out the importance of these sites in today's world.

GROWTH OF SOCIAL MEDIA

Social Media has grown phenomenally in recent years and the users are steadily increasing every year. The data collected by Statista market Analytica in 2019 shows the growth of users from 2015 to 2019 and the forecasted growth in 2020 and 2021.

No of Social Media User in Indian (in millions)
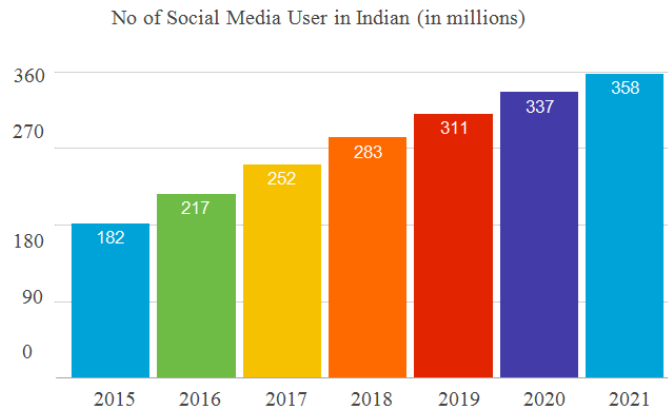
Table 2
**STATISTICAL DATA SHOWING NO OF USERS AND EXPECTED INCREASE IN FUTURE
BY STATISTA MARKET ANALYTICA**

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The statistical data shows that the number of users in 2015 were 182 M to 358 M in 311 M and is expected to raise by 5% to 10% in future. The main reason for this kind of growth is the reach of mobile phones to the remotest   of the areas and the willingness of people to adopt the technology.

Social media has impacted the lives of youth today in both positive and negative ways which needs to be understood and must me inculcated in our habits to use social media to our advantage. Further both the positive and negative efforts will be highlighted.

POSITIVE IMPACT OF MEDIA

Social media with its spread has also made us wiser, informed and has provided us an environment where we are at par with others as the information is not restricted to few people. It has made us aware about the law, society, policies of the government and even has acted as a gateway to the world for the youth. They are now can make friends abroad and can get all the information about educational institutes. Various NGO's have formed pages on these platforms, a lot of youth is subscribing it and is helping these NGO's to serve for their noble cause.

GATEWAY TO THE WORLD

Social media is enabling the youth to stay connected with the world by creating a network and remain in touch virtually without even meeting them. Youth is able to make friend in each corner of the world without being physically present and thus sharing their culture ethos and values. They are able to understand each other in a way never seen before by these social media apps as a person sitting in India can stay in touch with his friend in Canada although they may have been separated in person after their high, colleges or from their work places. They are creating pages on these social media platforms and are getting in touch with like-minded people, from the same profession and study groups. Thus, creating more opportunities worldwide.

Making Youth Socially Responsible

There are a lot of needy people across the world who requires immediate help for their survival. These social media platforms have worked as magical stick in bringing their plight in front of everyone. Youth is able to use these platforms as a tool to generate money and help the needful. This also in turn making youths more humane and responsible socially. This is helping them in connecting and observe the lifestyle of persons from all walks of life and they are able to assimilate the problems of the weak which inculcate the sense of generosity and helping nature in them.

NEGATIVE IMPACT OF SOCIAL MEDIA

Social media platforms have been seen as a boon to the humanity, however it has negative effects too. The youth are getting bullied and are being cheated by scammers on these platforms. They are luring young males and females on dating apps and in disguise of fake identity predate on them and sometimes blackmail them into dark world of prostitution. We have innovated the writing pattern and have started using abbreviations to write fast, but because of this we have started misspelling and committing grammatical mistakes. Few of the negative impact of social media apps are as following: -

Living in unreal world

Social media platforms help in connecting with the outside world and make friends worldwide but it also reduces face to face interactions considerably among the people on these platforms. The youth loves to spend more time on these sites rather than making an effort to each out in person and meet the people nearby him thus making his life a virtual life thus leading to isolation which is mental and psychological state leading to depression, anxiety and other health related issues.
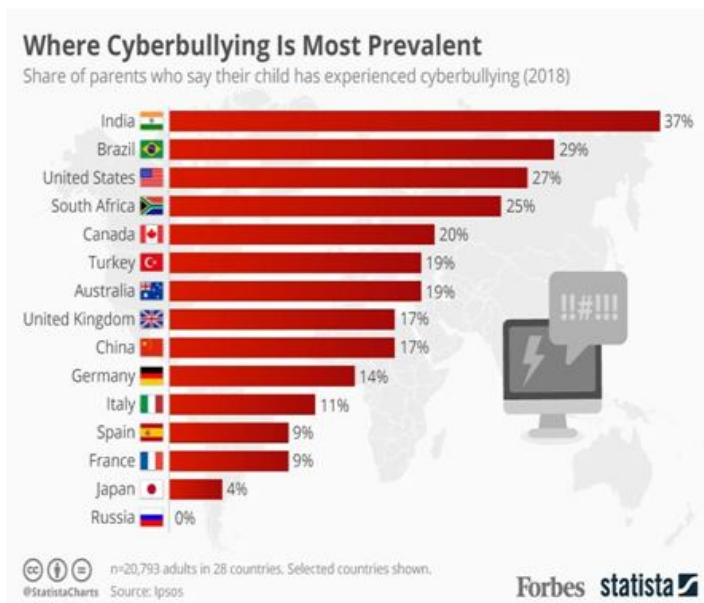
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Language Issues

        Youths are used to chat on these social sites and spend most of their time using these apps. They have started various abbreviations and are making others understand their point in these abbreviated forms. Few examples of the same are as under :-

1.   LOL Laugh out loud
2.   Tomorrow 2moro
3.   Tonight   2nite
4.   Be Right Back   BRB
5.   Bye for Now   B4N
6.   Be Seeing You   BCNU

        The use of these abbreviations has hampered their language skills to the extent that they have started misspelling of words and committing grammatical mistakes more often. These is leading to low scores in the language exams and failing in worst case scenario.

Cyberbullying

        Cyberbullying is a form of harassment on social media, internet or using any electronic means. This has become a common problem all over the world and more so specially among the youth. The teenagers are bullying others on internet and social media sites. This includes spreading rumors, threatening, posting sexual remarks and very commonly used term trolling. Sometimes this leads to lower self-esteem, feeling unwanted, scared, negative emotional response and in many cases suicidal tendencies

Where Cyberbullying Is Most Prevalent
Share of parents who say their child has experienced cyberbullying (2018)

Country	%
India	37%
Brazil	29%
United States	27%
South Africa	25%
Canada	20%
Turkey	19%
Australia	19%
United Kingdom	17%
China	17%
Germany	14%
Italy	11%
Spain	9%
France	9%
Japan	4%
Russia	0%

n=20,793 adults in 28 countries. Selected countries shown.
@StatistaCharts   Source: Ipsos
Forbes statista

Table 3

        From the above data it can be ascertained that as per the survey conducted by Forbes Statista in 2018, India topped with 37% cases of cyberbullying followed by Brazil and United States. The European countries are the least effected countries with respect to cyberbullying. A lot is required to be done to stop this menace and both the social site developers and countries have to come together and charter a framework to regulate this kind of negative behavior.

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Cyber Abuse

Social sites do not control much of the content online, that's why a lot of immoral literature and sexual content is freely being shared on these sites. Teens are getting exposed to all kind of people online, who woo them towards lesbianism or other un expectable sexual misconducts. A lot of young teens are getting sexually exploited on being trapped on social media by these cyber criminals who blackmail them and make them do certain unjustified acts. This is also leading to sexual intercourse below the authorised age where these children are not aware about the sexual hygiene and protection and thus it gives rise to HIV and other sexually transmitted diseases.

Social media as attention seeking platform

Youth is spending a lot of time on social media and is trying to seek attention which give him false sense of appreciation and affection in this virtual world. Rather than sharing his quality time with their parents, friends and in the society, they spend it on the social media which makes them socially isolated. They do not connect and thereby do not share their sorrows and griefs with their parents, instead they do it on social sites with the unknown and virtual friends. This do not solve their problem as they get lots of advices and sometimes gets bullied and are been made laughing stock by some on these sites. They get more isolated and sometimes commit suicide as they feel of no use to the society.

CONCLUSION

Social networking sites have proved to be a blessing for the youth as they are able to connect with their peers and are getting aware about the current happenings and the world. However, it is must to understand that with the positive impact it has negative implications too. Youth must learn to utilise these in an appropriate manner and try to gain knowledge. The governments are required to take cognisance of these and must censor the sharing of unauthorised data and material. The parents must moderate the usage of these sites and must motivate their children to venture and meet their friends in person. The youth must be made aware about the misuse of social media at all levels such as schools, colleges etc.

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