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IMPACT OF SOCIAL MEDIA ON YOUTHS WITH SPECIAL REFERENCE TO CITIES OF HYDERABAD KARNATAKA REGION

Saibanna Eranna Guduba¹ and Dr. D. B. Patil²

¹Research Scholar, Dept of Journalism & Mass Communication,
Gulbarga University, Kalaburagi.

² Head of the Department, Journalism & Mass Communication, Kalaburagi.

ABSTRACT:

The extensive use of Social Networking in India has been on the rise among the new generation youths. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, What-s App, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an enthusiastic response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are conducted in India. Research studies on this new age social media impact and usage within India have been limited to specific surveys and theories.

The objectives of this study are an attempt to investigate the extent of social networking impact on the Indian youth. The reason for selecting youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking addiction.



KEYWORDS: Media, determination, social network, youths, communication .

INTRODUCTION

Online networking alludes to all applications and sites or web journals that empower individuals around the world to interconnect by means of the web, talk, and offer substance, video call among a lot other usefulness it offers to its clients. For an individual to be an individual from any online life, the individual in question needs to first information exchange and after that sign in to access content and have the option to share and talk with

different clients of that web based life stage. A portion of the normal and broadly utilized internet based life stages incorporate Facebook, Twitter, WhatsApp, Snapchat numerous among others. In the course of recent decades, online networking have picked up so much development and notoriety worldwide to a degree that numerous specialists are currently keen on becoming familiar with these social stages and their consequences for the network. In spite of the way that nearly everybody in the network is associated with at any rate one

internet based life stage, the adolescent and youngsters are the main and most enthusiast of these social stages to the point that they even interpersonal organization while in class or even church. It is to this light specialists have discovered that these social locales sway the lives of our childhood in a general public a lot regarding ethics, conduct and even training shrewd. The utilization of online life has both negative and positive effects on our young people today. In this paper, I intend to uncover the effects of online life explicitly to

the young people of this age. These effects are both positive and negative.

The positive effects of web based life on the young today incorporate making them up date on the occasions occurring far and wide and furthermore empowers them system and remain associated with their kindred adolescents and companions without physical gatherings. It overcomes any issues between companions since an individual state in Africa can arrange and associate with his or her companion in the United States. This thusly helps in fortifying connections state among schoolmates in secondary school or school, who subsequent to completing school, moved to various areas around the globe. Moreover, adolescents can make pages and gatherings in the web-based social networking stages dependent on their callings, confidence among different elements of their lives and this prompts more associations being constructed and more open doors being opened for their particular controls. This can even prompt greater work openings being made for the jobless adolescents. From the numerous meetings conveyed day by day, young people say that an online networking stage make their lives charming, effective and simpler and has additionally turned into their way of life.

Despite the fact that online life locales appear to interface more individuals and make them keep awake to date, it prompts seclusion socially as indicated by a BBC News report. It decreases the quantity of up close and personal communications among the young people since they regularly invest a large portion of their energy in these online social stages. An assessment from various examinations done by different researchers demonstrate that social confinement can cause various impacts, for example, physical, passionate, mental and mental issues in these young people. This can thusly prompt discouragement, uneasiness and numerous different issues. It likewise prompts incorrect spelling of words and abuse of words and tenses using short structures and shortenings. This has a high negative effect all the more so on understudies since it influences their language abilities straightforwardly and this lead to terrible scores in dialects.

IMPACT OF SOCIAL MEDIA ON YOUTH

Social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications. Social media impact on youth on both ends good and bad social media is one of most influences impacting source throughout the world including Pakistan people do have these influences of social media which has enhanced the exposure of the people and create more awareness among youth. Youth is highly involved in social media. BBC news research (2013) their research discuss that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such asocial media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country (Sekho, 2013).

Tanya Byron points out in the Byron review that in part, young people are turning to digital connection because fears about traffic or 'stranger danger' have led to restrictions on how much young people are allowed to go out and socialize. Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

Online life alludes to all applications and sites or web journals that empower individuals around the world to interconnect by means of the web, visit, and offer substance, video call among numerous different functionalities it offers to its clients. For an individual to be an individual from any web based life, the individual in question needs to first information exchange and after that sign in to access content and have the option to share and talk with different clients of that internet based life stage. A portion of the normal and generally utilized internet based life stages incorporate Facebook, Twitter, WhatsApp, Snapchat numerous among others.

In the course of recent decades, web-based social networking have picked up so much development and notoriety worldwide to a degree that numerous scientists are presently keen on becoming familiar with these social stages and their impacts on the network. In spite of the way that nearly everybody in the network is associated with at any rate one online life stage, the young and youngsters are the main and most devotee of these social stages to the point that they even interpersonal organization while in class or even church. It is to this light scientists have discovered that these social destinations sway the lives of our childhood in a general public a lot as far as ethics, conduct and even instruction insightful.

The utilization of online networking has both negative and positive effects on our young people today. In this paper, I mean to expose the effects of internet based life explicitly to the young people of this age. These effects are both positive and negative.

CONCLUSION

The positive effects of web based life on the young today incorporate making them up date on the occasions occurring the world over and furthermore empowers them system and remain associated with their kindred adolescents and companions without physical gatherings. It overcomes any issues between companions since an individual state in Africa can organize and associate with his or her companion in the United States. This thus helps in fortifying connections state among colleagues in secondary school or school, who in the wake of completing school, moved to various areas around the globe. Moreover, young people can make pages and gatherings in the web based life stages dependent on their callings, confidence among different elements of their lives and this prompts more associations being manufactured and more open doors being opened for their individual orders. This can even prompt greater business openings being made for the jobless adolescents. From the numerous meetings conveyed day by day, young people say that an online networking stage make their lives charming, proficient and simpler and has likewise turned into their way of life.

Despite the fact that internet based life locales appear to interface more individuals and make them keep awake to date, it prompts detachment socially as indicated by a BBC News report. It diminishes the quantity of eye to eye associations among the young people since they ordinarily invest a large portion of their energy in these online social stages. An assessment from various investigations done by different researchers demonstrate that social seclusion can cause various impacts, for example, physical, enthusiastic, mental and mental issues in these young people. This can thus prompt despondency, uneasiness and numerous different issues. It likewise prompts incorrect spelling of words and abuse of words and tenses using short structures and shortened forms. This has a high negative effect all the more so on understudies since it influences their language capacities straightforwardly and this lead to less than stellar scores in dialects.

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