



SOCIAL MEDIA AND YOUTH'S CHANGING INTERACTION PATTERN: A STUDY OF THE STUDENTS OF MD UNIVERSITY ROHTAK

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ABSTRACT:

As we all know about social media. Everyone on this planet is directly or indirectly is connected with social media. It will not be wrong to say that today's era is the era of social media that everyone is influenced by it. Social media has taken this world to the new dimension, now it's almost impossible to imagine the world without it. People are easily getting influenced with this social media in their life specially the youth population which is continuously in contact with social media that their morning begin with social media so as to end with it. Social media is the necessary tool for this modern world. Social media applications have reached to areas or fields which we haven't imagined. It is a fact that without social media the smooth functioning of the modern world is not possible. People get influenced with social media in their daily life specially the youth population which are continuously in contact with social media. Youth get influenced in their various areas and one of the major area is interaction pattern of the youth with people around them. In this research paper 200 young university students are chosen by purposive sampling method of Rohtak district. The aim of the research is to study the social media influence on interaction pattern of the youth population. Data were collected through interview schedule and results were interpreted. In the results it was found that after using social media their face to face interaction decreased, they don't use social media while sitting with their family members and users interact with their friends and classmates the most on social media.



KEYWORDS: *Modern world, Population, Social Media, Youth, Interaction Pattern.*

INTRODUCTION

Social media has taken the world to the whole new dimension. Today social media is necessary tool for this modern world. With the continuous advancement of social media every imagination seems possible. Social media has reached in every part of our life and is likely to become a basic necessity of life. Social media simply refers to websites and applications that enable users to create and share content or to participate in social networking. Social media is now a part of peoples' everyday routine. Today every human being on this planet is directly and indirectly accessing social media, which influence the life of people in many areas especially the youth population. Youth is the time of life when one is young and often means the time between childhood and adulthood. Youth population is the deciding factor of country's development or progress. So, it is very important that youth's life remains balanced, healthy etc.

Social media has allowed for mass cultural exchange and intercultural communication. As different cultures have different value systems, cultural themes, grammar, and world views, they also communicate differently. The emergence of social media platforms fused together different cultures and their communication methods, blending together various cultural thinking patterns and expression styles. Social media has now become a media of expressing emotions. Social media has affected the way youth communicate, by introducing new forms of language. Abbreviations have been introduced to cut down on the time it takes to respond online. The commonly known "LOL" has become globally recognized as the abbreviation for "laugh out loud" thanks to social media. Another trend that influences the way youth communicates is (through) the use of hashtags. With the introduction of social media platforms such as Twitter, Facebook and Instagram, the hashtag was created to easily organize and search for information. Hashtags can be used when people want to advocate for a movement, store content or tweets from a movement for future use, and allow other social media users to contribute to a discussion about a certain movement by using existing hashtags. Using hashtags as a way to advocate for something online makes it easier and more accessible for more people to acknowledge it around the world. As hashtags such as #tbt ("throwback Thursday") become a part of online communication, it influenced the way in which youth share and communicate in their daily lives. Also news channels are now using this hashtag for running some kind of campaign. Because of these changes in linguistics and communication etiquette, researchers of media semiotics have found that this has altered youth's communications habits and more. Social media has offered a new platform for peer pressure with both positive and negative communication. From facebook comments to likes on instagram, how the youth communicate and what is socially acceptable is now heavily based on social media. Now young generation is more concerned about the things as who liked their posts, who commented on it, how many followers do they have. Social media does make kids and young adults more susceptible to peer pressure. The American Academy of Pediatrics has also shown that bullying, the making of non-inclusive friend groups, and sexual experimentation have increased situations related to cyberbullying, issues with privacy, and the act of sending sexual images or messages to someone's mobile device. On the other hand, social media also benefits the youth and how they communicate. Adolescents can learn basic social and technical skills that are essential in society. Through the use of social media, kids and young adults are able to strengthen relationships by keeping in touch with friends and family, make more friends, and participate in community engagement activities and services. Social media has made life so easy for the small shopkeepers or vendors. With the the help of UPI system that was launched in 2016, now they can receive their payments direct into their accounts with safety and security.

REVIEW OF LITERATURE

Many scholars from time to time have analysed various dimension of social media, some of them are as under;

Guruswamy (2014), have examined the influence of social Networking Sites on interpersonal relationships of college students. Authors have found that, the usage of social networking sites has effects on the interpersonal relationship of college students, especially with their members of family, friends and teachers. Authors have also observed that, due to the availability of social networking sites, the communication between students and their family members, between students and friends has increased.

Subrahmanyam et.al (2008) conducted an investigation on the use of social networking sites by the adults and noted that social networking sites like MySpace and Facebook were popular online communication forms among adolescents and emerging adults. The study revealed that participants often used the Internet, especially social networking sites, to connect and reconnect with friends and family members.

Haddon (2015) analyzed the impact of social media on youth and stated that social media had achieved far greater popularity among youth than earlier home pages ever did. The study revealed that social media had changed the behavior patterns of youth in modern times.

Megan and Priscilla (2013) analyzed the use of social media by college students and found that social media affected the students in a positive way. The study revealed that college students used social networking websites regularly and facilitated communication with family and friends.

OBJECTIVES

1. To find out the type of people youth like to interact on social media.
2. To analyze the change in interaction pattern of youth using social media.

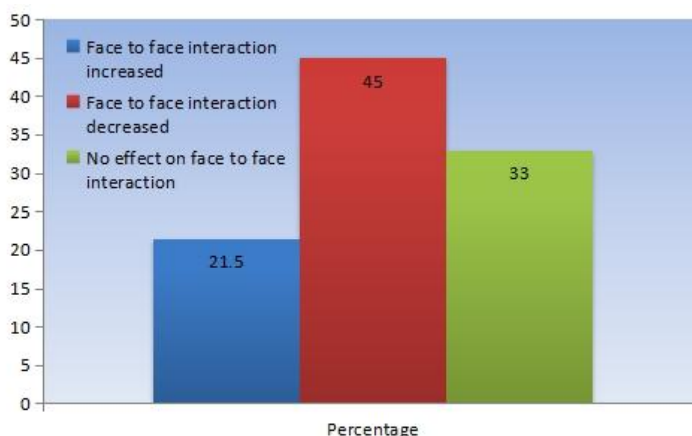
METHODOLOGY

This research is based on primary data collected by survey through interview schedule. For this study 200 university students of Rohtak district of Haryana were chosen through purposive sampling. The data is analysed using tools such as tables with percentage graphs.

Data analysis and interpretation

Table:- 1
Effect on face to face interaction of the youth by social media

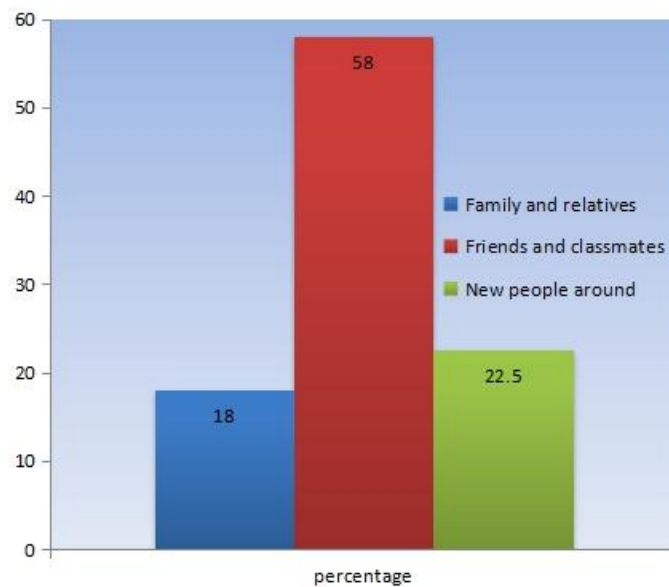
Effect on Interaction	No. of respondents	Percentage
Face to face interaction increased	43	21.5
Face to face interaction decreased	90	45.0
No effect on face to face interaction	66	33.0
Total	200	100.0



Inference:- After being on social media 21.5% of the respondents have experienced increase in their face to face interaction, 45% of the respondents have experienced decrease in their face to face interaction and 33% of the respondents have experienced no effect on their face to face interaction.

Table:- 2
Type of people respondents like to interact with on social media

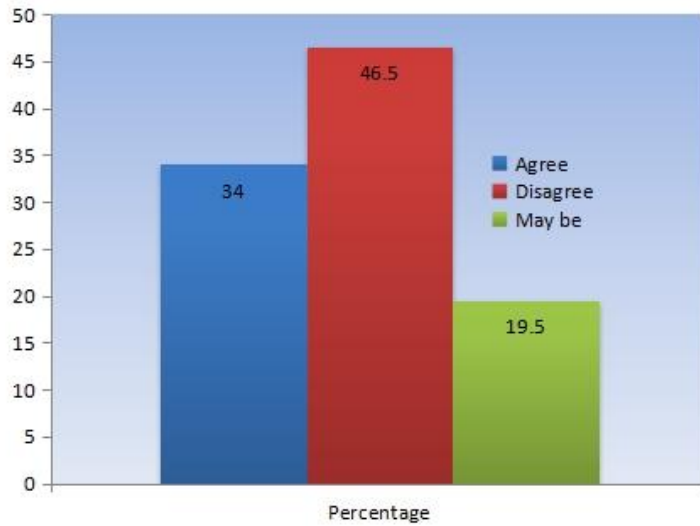
Type of people	No. of respondents	Percentage
Family and relatives	36	18.0
Friends and classmates	116	58.0
New people around	45	22.5
Total	200	100.0



Inference - On social media 18% of the respondents interact with family and relatives, 58% of the respondents interact with friends and classmates and 22.5% of the respondents interact with new people.

Table:- 3
Decrease in family visits after using social media by the respondents

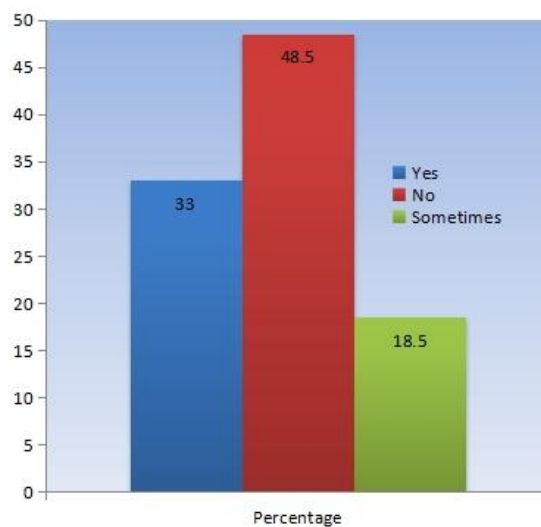
Responses	No. of respondents	Percentage
Agree	68	34.0
Disagree	93	46.5
May be	39	19.5
Total	200	100.0



Inference:- 34% of the respondents agree that their family visits decreased due to social media interaction, 46.5% of the respondents disagree that the their family visits decreased due to social media interaction, 19.5% of the respondents told that their family visits may be decreased due to social media interaction.

Table:- 4
Use of social media while sitting with family members at home

Responses	No. of respondents	Percentage
Yes	66	33.0
No	97	48.5
Sometimes	37	18.5
Total	200	100.0



Inference:- While sitting with family members at home, 33% of the respondents use social media, 48.5% of the respondents don't use social media and 18.5% of the respondents sometimes use social media.

RESULTS

After being on social media 21.5% of the respondents have experienced increase in their face to face interaction, 45% of the respondents have experienced decrease in their face to face interaction and 33% of the respondents have experienced no effect on their face to face interaction. On social media 18% of the respondents interact with family and relatives, 58% of the respondents interact with friends and classmates and 22.5% of the respondents interact with new people. 34% of the respondents agree that their family visits decreased due to social media interaction, 46.5% of the respondents disagree that their family visits decreased due to social media interaction, 19.5% of the respondents told that their family visits may be decreased due to social media interaction. While sitting with family members at home, 33% of the respondents use social media, 48.5% of the respondents don't use social media and 18.5% of the respondents sometimes use social media.

DISCUSSION

Social media is growing very fast and emerging way to enhance the essence of life. Although consequences are not always positive. Social media has its negative impact that youth is getting addicted of it, it's impossible for him to live without it. Recently in the month of February HR govt. banned on internet services due to the Farmer protest. During this time youth was so restless that he was having a feeling of loneliness that there is nothing to do without it. However with this digital advancement the interaction pattern of people in this modern world has also been changed. In various researches and in this study also it can be clearly be seen that social media has effected the interaction pattern of the people in various different ways and this effect in interaction pattern is also relative in nature.

CONCLUSION

In this study it was found that most respondents said that after using social media their face to face interaction decreased as social media provides many tools such as internet calling, video calling, video conferencing, instant messaging, and media sharing etc. which solve the purpose of most of the face to face meetings with people. Most respondents also disagreed that their visits to family has decreased due to social media interaction because for various important interaction reasons such as functions, rituals, events, responsibilities etc. one have to visit their family which is inevitable and can't be fulfilled by only social media interaction. The findings also reveal that most of the respondents said that they don't use social media while sitting with their family members at home and most of the students interact with their friends and classmates. Finally I would like to say that we need to make sure that social media use in a way that it is beneficial for us, do not let this social media to use us.

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