A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH

Amol Funde[*1]

[*1]UG Student, Department Of Information Technology, B.K Birla College Kalyan, India.

ABSTRACT

The kids of the new generation in India are increasingly using social media extensively. Social media use has ingrained itself into people's daily lives in the modern world. This essay sheds light on the usage patterns of social media. and how it affects young people. The social networking culture of the modern era has gained acceptance and received a warm response. Studies clearly show that social media has both a good and bad effect on young people.

I.   INTRODUCTION

Social media is a broad term that encompasses a variety of websites and programmes, including Facebook, YouTube, LinkedIn, WhatsApp, and others, that allow users to share content and discuss significant events in their community. As early as the year 2000, social media has been developed. Better chances and interactions for learning foreign languages are offered by social media platforms. The globe is now a global village thanks to social media. Users of social media platforms can quickly establish connections with others, exchange ideas, and leave comments on a variety of topics and concerns of interest. In addition to discussing any topic, people from diverse cultural backgrounds can look for information about other nations. Those in their youth are characterised as individuals in the National Youth Policy (NYP)-2014 as

II.   LITERATURE REVIEW

According to Livingstone and Bober (2003), the primary cause of the generation gap is growing use of social media, and as a result of its excessive usage, people have forgotten their customs and rituals. According to Brady, Holcomb, and Smith (2010), social media has offered a useful platform. techniques for education, and students use social media for online education. According to Lusk (2010), students could use social media for educational purposes. Students' communication abilities can be developed. New online tools for social media which the pupils can use to improve their learning abilities. A study by Kalpidou, Costin, and Morris (2011) found a connection between social media Regarding grades, as well as social media's detrimental effects, according to Jacobsen and Forest (2011).

III.   PROBLEM STATEMENT

One of the key conclusions from the TCS GenY Survey, which was conducted among 'Post-Millennials' in 2012–13, is that one in four children have access to the internet for more than an hour per day; 73.65% of children use it for academic research, and more than 62% use it for social media activities like blogging, chat, and connect. An infographic from a different survey report on social media chimps highlights the influence of social media even further. Attacks of cyberbullying are most common among girls between the ages of 16 and 17. Overall, the reports mentioned above elicited a range of responses. Although they provide a positive view of social media, they frequently also draw attention to the drawbacks of their overuse of it.

IV.   OBJECTIVES OF THE STUDY

The primary goal of this research is to examine the impact of social media on youth. It will also analyse how youth utilise social media in their daily lives and its influence on youth in terms of educational learning, entertainment, job search, communication, skill enhancement, and online purchasing.

V.   RESEARCH METHODOLOGY

The descriptive research method is utilised in this study to examine the characteristics of a group of individuals, as well as their perceptions about social media and its impact on children. The study is qualitative in nature.

VI.   SOURCE OF THE DATA

The structured questionnaire was used by the researcher to acquire primary data from youth. Secondary data was gathered from various papers, journals, and magazines. For this investigation, juveniles are used as sampling units. This study has a sample size of 50 young respondents.

VII.   LIMITATION OF THE STUDY

The researcher believed that respondent information bias could marginally reduce the precision of findings.

VIII.   CONCLUSION

It is evident from the studies that social media has a positive and negative impact on our youths. Youths must have a clear understanding of the purpose of using social media.

IX.   REFERENCE

[1]   Berson, I.R., Berson, M.J. (2005). Challenging online behavior among young people From a comparative analysis of youth in the United States and New Zealand. Social Science Computer Review, 23(1), 29-38.

[2]   Brady, K.P., Holcomb, L.B., Smith, B.V. (2010). Using social alternatives Networking sites for higher education institutions: A case study on the benefits of e-learning Ning in education. Interactive Online Learning Journal, 9(2), 151-170.

[3]   Elola, I. & Oskoz, A. (2008). Blog: Fostering intercultural competency development Foreign languages and learning situations abroad. Foreign Language Annual Report, 41(3), 454-477.

[4]   Jacobsen, W.C., Forste, R. (2011). Wired Generation: Academic and Social Consequences of electronic media use among college students. cyber psychology, Behavior and Social Networks, 14(5), 275-280.

[5]   Kalpidou, M., Kostin, D., Morris, J. (2011). Relationship with Facebook Undergraduate Health. Cyber psychology, behavior, society Networking, 14(4), 183-189.

[6]   Livingston, S. and Bober, M. (2003). UK children are moving online: listening to young people Experience [online]. London: LSE Research Online. Available at: http://eprints.lse.ac.uk/388/

[7]   Lusk, B. (2010). Digital natives and social media behavior: An overview. Prevention Researcher, 17(5), 3-6. [8] Tapscott, D. (1998). Growing up digitally: The rise of the Internet generation. new york:McGraw-Hill Companies.