

11. Is Social Media Good For Adolescence In Society

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Abstract:

Social media is a platform widespread in today's world across globe that has enabled instant dissemination of knowledge and information through internet medium. The objective of social media can be stated as democratization of knowledge and information. This allows people to be both information consumers and producers. This is one of most appealing features of social media. Thus Social Media can also be taken as a virtual space that has a milieu of openness, connectedness, collaboration, and conversation between people. Social Media provides a platform for converging communities of interest. It has to offer different online political actions, such as participating in online conversations, disseminating online petitions, and making calls for protests etc. Some of the most popular social media platforms are Facebook, Twitter, Instagram, Telegram and YouTube etc. and are most widely used.

Youth today is exposed to such platform and using them quite often frequently as part of daily life.

This paper is going to discuss the effects of social media on adolescence as they are the generation that is going to shape society in future.

Keywords:

Social Media, Facebook, Advertisement, Internet etc.

Introduction:

Background:

Social Media has become part of daily life of people in society. They are playing a very significant role for the society as they provide a medium to communicate, share and exchange information instantaneously to wide range of target mass of audience irrespective of their physical geography in the virtual world through internet. Some of the popular social media are Facebook, Twitter, Instagram, Telegram, WhatsApp, YouTube, LinkedIn, Pinterest, Redditt, Canva etc. All these are free to use and easy to work upon. There are very high chance of addiction with such platforms. There are also very high chance to collect personal information of user by data analytics professionals engaged with various companies who buy such user's information from these social media companies and serve them such products or advertisements that may change their choices and preferences. There

is a big business! The catch here is all of these are widely used by mass in general where people share their views, ideas, comments and opinions freely. There is no issue for right or wrong. The adolescence get exposed to them at an age which is vulnerable and if they are exposed to wrong information or messages and understand them right, there is no check.

The important thing to note here is advancements of Technology is very important but critical review of its application to society is also required so that correct information and knowledge should be to society. We must know how to use the technology for better human life today and also in future.

It is very important for us to teach the adolescence and youth about how to use the technology available for a better society and world order. The use of technology has two faces like those of a coin. On the first side all things are in good and on the other a cautious decisive steps are required to make choices and select what is correct today and in future references. The negativity attracts them, and they get fascinated and fanatic about these quickly.

Youth is widely exposed to all of these social media as after COVID and online education culture, they have mobiles, tabs and laptops with them connected with internet. At the same time, they are also very fast learners as they get information about what they desire for.

Problem Statement:

Social media is a two-way platform where the user communicates and exchange information and they are both receiver and sender of information. In fact exchange of information takes place here on both direction without even knowing who is the individual responding at the other end. At the same time digital marketer serves his content organically in this instant as an AD. We need to examine whether these social media are useful to youth or not.

Source of Potential Risk:

Studies have correlated social media with Bad Health and mental conditions of youth. They have found both physical and mental health of youth have been effected by extensive use of social media. There are studies describing about depression and even suicides because of social media also because the youth believed in messages there which might have been fictitious or wrong. They did not check the reality of information. There has been cases of cyberbullying and defamations also.

Benefit of Social Media:

There are many advantages also from social media as they provide opportunity to get information, express and communicate, discovery of personality and entertainment etc. Studies have proved that social media has been helping youth in social interactions, access to peer community and getting social support in many folds. It provides access to one person sitting at one part of earth to interact and seek desired interaction and information from other one sitting at any place in earth.

It can also be used to get best help in education in effective manner provided the source is reliable. Youth can use social media to communicate, collaborate and promote social consciousness and compassion.

Social networking has helped people in many ways like to search right education, right jobs and many other ways. Many companies recruit people required in their roles from social media. Social media helps youth to live their life of their own choice.

Objective of the study:

The objective of this study was to find whether social media is useful to youth in society

Literature Review:

1. Vidyashri C. Halakerimath and Shivagangamma B. Danappagoudra, A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH, International Journal of Current Research, May 2017 mention that in pre university (Under Graduate) level 90% of youth use internet for their class work and assignments in Dharwad district of Karnataka.
2. Shabnoor Siddiqui and Tajinder Singh, Social Media it's Impact with Positive and Negative Aspects, International Journal of Computer Applications Technology and Research, 2016 mention that everybody is addicted to technology. Young people are frequently seen interacting with these mediums. While social media has many benefits, it also has drawbacks that negatively impact people. For example, incorrect information can undermine the success of the educational system and can harm an organization's ability to function. Social media can be used against society by violating people's privacy, and certain pointless blogs can have a negative impact on youngsters by encouraging them to act inappropriately and get violent. Their main finding is that using social media is advantageous but should be done so in moderation to avoid becoming addicted.
3. Annapoorna Shetty, Reshma Rosario, Sawad Hyder studied impact of social media on youth in October 2016 and mention in their study that social media bring changes in skills career and lifestyle of youth.
4. Dr. Pooja Deshmukh, Prof. Sayali Deshmukh, Prof. Chandrashekhar Tathe, AN IMPACT OF SOCIAL NETWORKING SITES ON YOUNGSTERS, 2014, Social media is widely used by youth in society for their life.

Hypothesis:

H₀ : Use of Social Media has impact on youth in society

H₁ : Use of Social Media do not has impact on youth in society

Methodology:

This study is a descriptive one. A random sample of 50 youth was taken. Study was carried through questionnaire in Google form. Responses were collected and then analyzed.

Findings:

A sample of 50 youths was served with questionnaire for the purpose of study. Out of this, 36 responses were received in total, and after data analysis, it can be said that 61% of those responses were from male. About 75% of responders were in the 15 to 20 age range. 58.3% had postgraduate degrees.

Utilize social media in full. 41.7% of them had used it within the previous one to three years. 88.9% of people think social media may help with schooling. 55.6% of respondents expressed habit of daily 1–2 hours on social media. 57.1% of respondents believed that social media has an impact on their social life. 38.29% of people think it squanders youth time. 52.8% of respondents thought that social media made young people smarter. 50.2% believe that social media is helpful for developing society. So it is clear from data analysis that social media is a useful tool for

Recommendations:

How the Youth can make their Social Media presence Safe:

The compassionate youth today has to be educated that it is about the content and not the social media site that is negative. They should keep privacy setting on and keep strong password which are not common, use separate password on each social media site, think before sharing - remember what is shared should be shared with responsibility, block anyone who bothers, develop positive virtual image on social media, do not over share and monitor contacts and clean it regularly.

Parents has to monitor youth about how much time is being spent by their wards and what are their exposure in these platform. What they are learning in these sites.

Conclusion:

We must consider both the advantages and disadvantages of social media for young people. Choosing the former first, social media has turned the world into a small, interconnected village. With simply the press of a button, young people can communicate with individuals from distant areas of the world.

Young people can exchange ideas, learn new things, and learn about a variety of opportunities through these contacts. Second, social media provides them with a platform and opportunity to meet new people and keep in touch with existing ones. They can find their old acquaintances on social media by just inputting their names or mentioning the school they went to.

In addition to becoming places for socializing, businesses can also advertise their products and services on social media. They may either do it themselves or pay famous people to promote their goods in their place. Youth have access to a variety of options thanks to social media. Corporations can pay well-known young individuals to represent their brands online.

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