

Empirical study on dominance of social media on today's youth in India

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Abstract

Social media is revolutionary, and it's quickly transforming how we approach. Social media not only changes the way we act, think, talk, work but also brought the environment of transparency and openness. Advent of social media has brought transition in the ways of communications around the world shrinking it into global village. It is considered the fastest medium to spread any kind of information among the people. Social media bestow the ease of approach and has become the prominent part of life for the today's youth. It reflects the persona and thoughts of the youth. This paper attempt to study the influence of social media on each & every aspect of life.

Key words: Social media, Communication, Global - village

Introduction

Media today has a deep impact on our society. For some it has become a way of life, a dear friend, and for that matter some even consider it as their oxygen, the way of livelihood.

Social Media - Social media is a virtual platform where people exchange information, interact with each other without even knowing the identity of the person. Social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other contents.

Impact of social media

Social media revolution has made an impact directly or indirectly on everyone actively involved or not. Social media in last few years has changed the way people used to think. The first generation of kids and teens are growing up with social media as an integral part of their life. It is changing how they interact with peers, parents and how they use technology.

Impact on youth

Social media in India has worked as a revolution in bringing a change in the past few years. It has empowered the youth where they can express themselves, can lay bare their frustration, entertain themselves or freely talk about their likes and dislikes.

Impact on Society

The Social media in many ways seems to be assisting the mankind, but as the cliché goes, everything comes with a price tag. The social media is not untouched by that fact. There have been many cases in the past which forced people to commit suicide. Images, videos, Information, etc.. Once uploaded on social media are said to remain there forever. People misuse social media by uploading private videos, images in order to take revenge. Many times confidential information had been leaked which created chaos. The worst thing about this medium is that people easily fake their identities by creating fake profiles. Many Stringent laws are there to curb such acts, but people are not always sure to regulate their thoughts.

The Pros

Social networking creates new social connections – Social networking creates a room for better connections. Every age group is able to be in touch with each other by using social networking websites like Facebook Skype etc. Twitter like websites provides devoid atmosphere to manifest thoughts.

Students are doing better in school – There are number of websites which made studying pretty easy any enjoyable for students. In result they are performing beyond expectations and getting satisfactory grades.

Better quality of life – As social media has totally changed our world. If we talk about websites like Facebook, provides the support groups. Members of these groups discuss their health conditions, share important information and resources relevant to their conditions while creating strong support network.

Social media as a source of employment – Job sourcing has gone modern thanks to social media sites like LinkedIn are a major resource that 89% of Job recruiters advantage of when looking to hire potential employees.

The Cons

Social media and the news – Much of the news information that people read about comes from the social media websites. Sometimes this can be obnoxious because of some harassing news which affect some age groups (8 -13).

Too much misinformation – With the advent of the web, people started to create their own websites and blogs while many of those blogs are baasic diaries, a few of them are about topics like health and politics while others are *how to* blogs. Many blogs have turned into rumor mills, spreading misinformation that people tend to believe just because it's on web. Pupils spending too much time on social media sites having lower academic grades.

Social media sites to blame for less productivity – Social media platforms like Facebook and Twitter are a direct cause for lost of productivity at the workplace. In a survey 36% of people said that social networking is a biggest waste of time in comparison to activities like fantasy Football, Shopping, etc.

Social media is the cause for less face to face communication - Number of people spend so much time on messaging over messenger like Whatsapp, Viber, Hike, etc. Likes and comments on Photographs, video calling. These all things affect the face to face communication.

Conclusion

Social media shares our personal information with the general public and publicize and use it for their benefit. They get huge profit on sharing our data base, information & all the details. Social media is responsible for changing the mindset of the youth and make them more aggressive some times. That's why there should be a limited dependency on the social media. It changes our perspective, attitude, behavior and moulds us in a different direction.

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