IMPACT OF SOCIAL MEDIA IN INDIAN YOUTH SOCIETY

Dr. Vinod Kumar

Assistant Professor. Sociology. Govt. Degree College Drang at Narla District Mandi. Himachal Pradesh - 175012.
Email - vinodkrmnd@gmail.com

Abstract: *This paper is focused to find out the answer whether the social networking sites are boon or bane for today's society. Social networking websites like Orkut, Face book, My space and You tube are becoming more and more popular and has become part of daily life for an increasing number of people. Because of their features, young people are attracted to social networking sites. No doubt these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These SNS has great impact on youth of India. One can easily see the entry gate of these social networking sites but it is unable to find exit for these SNS. One side these sites provide to communicate with our dear ones& websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers on the other side it creates platform for many cyber crimes, and also distracts students from their studies, everyone should be understood that The SNS is a "child of" computing "by computing" but" for the society ". So we focused on the fact that how SNS are implementing and used in an effective manner that is also beneficial for Indian society and what are the role of Indian youth .In this paper we focused on the positive as well as negative impact of these social networking sites on the Indian youth and what are the ethical responsibilities of the users of these sites.*

Key Words: *Social networking, Orkut, Face book, WhatsApp , My space and You tube.*

1. INTRODUCTION :

Social networking phenomenon has emerged over the past ten to fifteen years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work. However, there has been very little research on the socio-economic impact of these sites in the Indian context. In this paper we focused on the impact of these social networking sites on the youth of India in both positive as well as negative phase. Social networking is a phenomenon which has existed since society began. Internet medium is developing with the increased usage and understanding of how to use email, could shop online, and search the web for recipes or the long- lost instruction manual for a piece of equipment in the garage, etc. Now, internet is more about blogs, podcasts, Facebook, Myspace and Orkut. These are some of the tools and technology associated with a recent phenomenon called social networking and is present everywhere.

The rapid adoption of social network sites by teenagers in the INDIA and in many other countries around the world raises some important questions. Why do teenagers flock to these sites? What are they expressing on them? How do these sites fit into their lives? What are they learning from their participation? Are these online activities like face-to-face friendships, or are they different, or complementary?

During 2008, online social network sites like MySpace and Face book became common Destinations for young people in the India. Throughout the country, young people were logging in, creating elaborate profiles, publicly articulating their Relationships with other participants, and writing extensive comments back and forth. By Late 2009, many considered participation on the key social network site ,My Space, essential to being seen as cool at school, colleges.

2. Characteristics of Social Networking Sites :
2.1 Presentation of Oneself

The basic level of entry inmost SNS is the setting up of a 'profile': a personalized page developed by the user in which he/she presents him/herself to peers, through text, photos music and videos amongst others Functionalities. SNS allow users to mobilize and organize their social contacts and profiles in the way they want other members to see them.
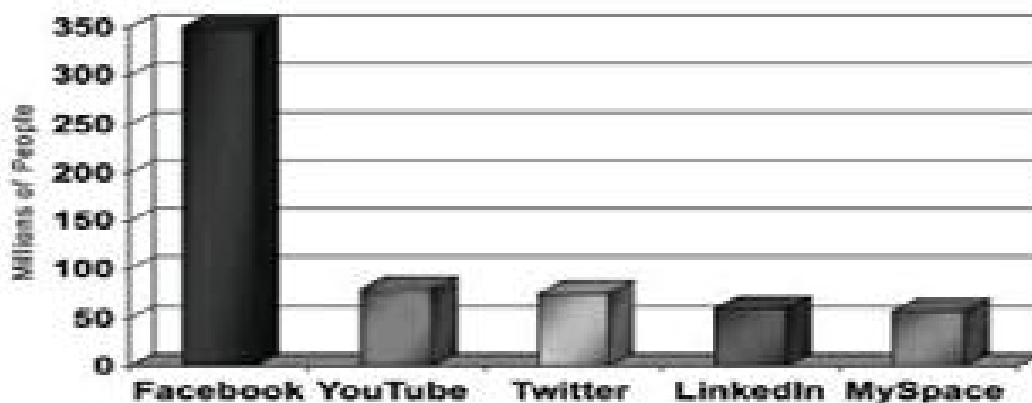
2.2 New Ways for Community Formation

Though notions of virtual communities have existed since the beginning of online applications, SNS support new ways for people to connect between themselves. Users of these sites may choose to communicate through various digital objects, such as tags and in-built applications within the SNS, such as the 'visual shelf' application in Face book. Users may join a community of book readers, connecting through books they have liked.

2.3 Ease of Use

A major attribute of SNS' popularity is their simplicity. Anyone with basic internet skills can create and manage an online SNS presence. Prior to SNS, users gained an online presence by having a personal homepage. The drawbacks were that these homepages are not easy to create and development and hosting of the site often incur costs. In contrast, SNS are free of charge and open for anyone to join. Most of them require registration, while others limit membership through an invitation from members who are already members of the site.
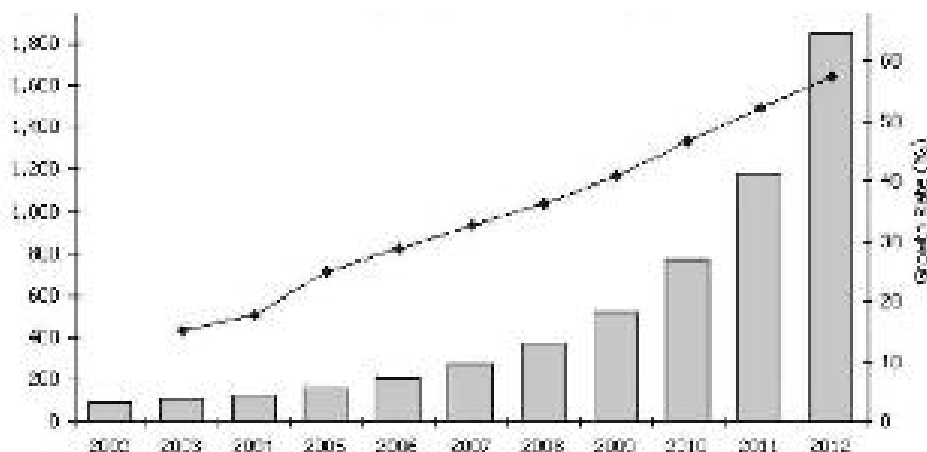
2.4 User of Social Networking Sites in India

Social networking as "a set of people and the relationships between them" About 800million people were using Social networking sites in India. Around 350million people were using face book.

Millions of people on Social Networking Sites in 2010

Social networking websites is very popular among the youth so that they contribute the majority percentage of the users of these sites. There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. A number of public cases of bullying and identity theft have put this issue in the public arena. Day by day Social network sites users are increasing in India. In 2012, 1800 million users are available in India they are having their a/c in Networking sites. Maximum part of users are covered by Teenagers' in India.

3. The Negative Impact of Social Networking Sites

In considering the disadvantages, respondents identified a number of negative aspects of online social networking including:

(i) The time-consuming nature of online social networking sites, Indian youth admitting that they waste a lot of time on these sites.

(ii) Concern about access to personal information by others, with almost half of the youth worried that "non friends "may see their personal information.

(iii) S NS makes young people more self-centered.

(iv) Social networking websites are causing alarming changes in the brains of young users, an eminent.

(v) Encouraging poor grammar, usage, and spelling.

(vi) Allowing the spread of misinformation.

(vii) Exposing children to online predators.

(viii) Creating a culture in which a single mistake such as a racy picture or poorly thought-out comment can cause irreparable harm to your reputation.

(ix) Decreasing productivity as workers habitually check Social networking sites while they should be working.

(x) Providing information that increases the risk of identity theft.

4. The Negative Impact of Social Networking Sites on Youth :

4.1 Reduced Learning and Research Capabilities

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.

4.2 Multitasking

Students who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well.

4.3 Reduction in Real Human Contact

The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.

4.4 Reduces Command Over Language Use Age and Creative Writing Skills

Students mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

4.5 Time Wastage

Students, while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

4.6 Low Grades

Students get low grades in school due to lack of the desired information and writing skills.

4.7 Loss of Motivation in Students

The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.

4.8 Effect on Health

The excessive use of these sites affects the mental as well as physical health. Students do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their health.

5. The Positive Impact of Social Networking Sites on Youth:

Social networking isn't for everyone, but it's now such a massive part of all our lives, whether we embrace or reject the notion, that it can no longer be ignored. But are social networking sites such as Face book, Twitter, and Google+ a force for good or evil? As with most questions there are multiple angles to approach this quandary from. Having already looked at the negative impact of social networking sites on society, I thought it only fair to redress the balance.

1.   Increase Empathy for their friends
2.   Find out old friends
3.   Speedy Communication

6. The Positive Impact of Social Networking Sites on Education :

Social networking has increased the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.

1. Social networking teaches students skills they'll need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.

2. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.

3. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.

4. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

7. Impact of Social Networking on Social Issues :

7.1 Corruption

It is the biggest crime harming societal values, morals and in core population. The 2010 statistics of Transparency International shows that 54% of Indians paid bribe in last year for getting their work done across different departments and sectors. This day-today corruption is posing a serious problem for people to live life in a normal way. Everybody is in some sense exposed to corruption either as a perpetrator or a as a victim or as a beneficiary. Paid a Bribe (ipaidabribe.com) is one of the social networking website started by Janaagraha which aims to capitalize on the commonness of the practice and provides a platform to people to report their experiences and find what others have gone through.

7.2 Join Anna Hazzare / Arvind Kejariwal/ Against Delhi Case

Anna Hazare is a great revolutionist fighting against corruption and wrong practices in the society. In recent days he got lots of support and popularity from people who now pose him as their role model. **'Join Anna** Hazare's Fast To Bring the Jan Lokpal Bill' is one of such page created by a Mohammed Zaid Shaikh, a Mumbai-based Face book user. This page is followed/liked by more than 38,000 users which shows that mass were in favor of Anna movement and gave this revolution a strength and hit factor. Another such page 'India against Corruption' page has earned more than 3.2 lakh fans, so far. This number is growing in hundreds day by day. The power of social networking can be seen in various protests done by many social activists through the crowds they gathered. Against Delhi Rape case lakhs of people came.

7.3 Connotation of Blogs

Blog writing is a latest trend which serves as an online journal linking to varying news stories and sites. It allows individual or group of users to record their opinions and information. Now every hit personality or celebrity is maintain their blog logs and updating in a regular basis so as to enhance their popularity rate and get open views and suggestions from mass.

7.4 Integrating Communities

Social networking sites helps in integrating all the parts of the country including subcultures and minority groups who otherwise never get the physical means and space to practice their views and beliefs. Through social networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time. As these individuals are not aware of things they can use these websites and can raise their voices and can also participate. As these social issues need regular discussion individuals can use networking sites to communicate periodically or regularly depending on your and others' requirements. So we can say in a country like INDIA social networking websites is acting as an officer who integrate individuals about social issues like corruption, girl's education, and Human rights etc.

7.5 In Touch with The World

It isn't just your inner circle of close friends and even closer family members that social networking sites allow you to communicate with easily and effectively, either. They open the world up to you, making it a smaller place than it has ever been before. So much so that I actually haven't a clue where many of my contacts reside. When it comes to social networks everyone is equal, regardless of location. Family living abroad can be kept abreast of the latest happenings in your world as quickly as those living next door. Friends who you haven't seen since school, and who have since moved away, are able to keep in touch. Location-based services such as Foursquare and Gowalla emphasize your location but social networking as a whole means it has become a lot less important. Social networking sites have made the world a smaller place.

8. CONCLUSION:

As with most things in life there are positive and negative sides to social networking, both of which we have now explored. My ultimate belief is that when done in moderation, with checks and balances on how younger people in particular are using them, No doubt that SNS has great impact on the Indian youth it has lot of challenges which we have to face .There are many questions arise when we think about the impact of these SNS that What does it mean to manage online privacy in an ethical manner? How do online spaces facilitate and undermine ethical thinking about privacy? How much personal information is reasonable to share online? How do SNS discarded students from their study? Young people who share personal experiences online taking steps to protect their own and others' identities, and are these steps sufficient? Is it reasonable for young people to expect a certain measure of privacy when it comes to their online lives? Who is at fault when an unintended audience can read a young person's revealing blog or MySpace page? So we should focus on the ethical use of these SNS so that it serves our society in a right way and the youth can play an important role because SNS is a boon and curse both for the Indian society. In one hand it provides away to connect our dear ones on the other side it gives a platform that become danger for Indian heritage and culture.

REFERENCES:

1. Introduction to SNS technology, Retrieved on September 24, 2006 From www.wi -fitechnology.com
2. Consumer Reports (2010). Social insecurity: What millions of online users don't know can hurt them. Retrieved from http://www.consumer   reports.org/cro/magazinearchive/2010/june/electronics-computers/social-insecurity/overview/index.htm
3. Nie, N. H. & Hillygus, D. S. (2002). The impact of internet use on sociability: Time-diary findings. *IT & Society, 1,* 1 - 20.
4. IEEE 802.16 and WiMAX: Social networking sites Access for Everyone, Intel Corporation, 2003. http://www.intel.com/ebusiness/pdf/SNS/ intel/80216_wimax.pdf
5. The Role ofTechnology in Telecom Expansion in India", IEEE Communication Magazine, Vol.36, No.11, pp 88-94,November, 1998.
6. Bender off, E. 2007. "Cheating a Real Problem in youth's Virtual World." Chicago Tribune. Retrieved February 1, 2008, from http://www.chicagotribune.com/business/chi-0703080167 mar08,0,4256114story?cull=chi-bizfont-hed.
7. Of com. (2008). Social networking: A quantitative and qualitative research report into attitudes, behaviors and use. Retrieved from http://stakeholders.ofcom.org.uk/binaries/research/medialiteracy/report1.pdf
8. Sachdev, Ruchi impact of social networking sites(sns) on the youth of India : a Bird's eye view, College of Management Studies Kanpur (UP) India
9. http: / /www.makeuseof.com/ tag/positiveimpact-social-networking-sites-society-opinion/
10. http: / / news. One India. in/2011/08/09/ tech negative- positive-effects-of-face book-part2.html
11. http://www.ijbssnet.com/journals/Vol._2_No._ 14;_July_2011/25.pdf
12. http://www.youthkiawaaz.com/2011/06/socialnetworking- impact-youth/
13. http://internet.addictionblog.org/the-negativeimpact- of-social-networking-sites/