

VOL. 4 | ISSUE 2 | FEB. 2018  
(UGC Approved Journal No. 63716)



ISSN: 2454-5572  
IMPACT FACTOR: 4.197 (IJIIF)

# CHRONICLE OF HUMANITIES AND CULTURAL STUDIES

A BIMONTHLY REFEREED INTERNATIONAL JOURNAL

SPECIAL ISSUE

On the Occasion of One Day International Conference On

## RECENT ADVANCES IN LANGUAGES, LITERATURE AND SOCIAL SCIENCES

17<sup>th</sup> February, 2018

(BOOK-9)



*Guest Editors*

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**CENTRE FOR HUMANITIES AND CULTURAL STUDIES,  
KALYAN, DIST. THANE &  
NEW MAN INTERNATIONAL JOURNAL OF  
MULTI-DISCIPLINARY STUDIES, PARBHANI**

[www.newmanpublication.com](http://www.newmanpublication.com)

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## Social Media: It's Effect on Youth and Society

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Social media is the group of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social Networking sites are termed to as web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an in general public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to download pictures, browse through updates try to find entertainment and chat around with friends to keep themselves connected to one another. These sites have held an habit to the youth wherein they find it difficult to give attention to on their work and prefer logging in and jumping across one site to another. Some have unoriginal benefit out of these sites whereas some have become academically challenged by the use of these websites.

### Some Major Examples of Social Media:-

- ❖ **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. *Facebook* is the largest social networking site in the world, with 750+ million active users as of July 2011. Marketers are increasingly paying attention to *Facebook* since the audience is so large and engaged. Marketers can reach people by direct *Facebook* advertising or by non-advertising avenues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- ❖ **Twitter** is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. ... Tweets, which may include hyperlinks, are limited to 140 characters, due to the constraints of *Twitter's* Short Message Service (SMS) delivery system. It is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- ❖ **YouTube** is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, *YouTube* is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.
- ❖ **Wikipedia** is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedia's. Anyone registered on the site can create an article for

publication; registration is not required to edit articles. Wikipedia was founded in January of 2001. *Wikipedia* is written collaboratively by largely anonymous volunteers who write without pay. Anyone with Internet access can write and make changes to *Wikipedia* articles, except in limited cases where editing is restricted to prevent disruption or vandalism.

- ❖ **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- ❖ **Google+** is *Google's* social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."
- ❖ **Reddit** is a social news website and forum where stories are socially curreted and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each sub reddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

### Literature Review on Impacts of Social media:-

Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, families and society. During the last 10 years, usage of such sites has increased among young people and teenagers. Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting (Hinduja S. & Patchin J., 2007). In 2013, over 2.7 billion people were Internet users, which correspond to 39% of the world's population. In the developing world, one third (31%) of the population is online, compared with three quarters (77 %) in the developed world. Europe is the region with the highest Internet penetration rate in the world (75%), followed by the Americas (61%). In Africa, 16% of people are using the Internet – only half the penetration rate of Asia and the Pacific (International Telecommunication Union, 2013). In the developing countries almost three quarter (70%) of the under 25-year-olds (a total of 1.9 billion) are not online. This signifies "a huge potential if developing countries can connect schools and increase school enrolment rates" (International Telecommunication Union, 2013). Within a few years social media has become an integral part of the world. Especially young people cannot think of



communication without thinking of online-networks like Facebook, Google+, and Twitter. Why are people so enthusiastic about using these new technologies of virtual interaction? Since the time of Aristotle humans have been described as social beings, and one might state these technologies allow them to act out their crucial feeling of social belonging accordingly (Spitzer, 2012, p. 109). Positive outcomes from these technologies as jobs found through LinkedIn or political activities organized via Facebook is well-known, but now a growing corpus of research on social networks sites supports this view too. (Sumiti Sehgal, 2010). Social networking sites have both negative and positive impact on the education of the youth. (S. Kuppaswamy, 2010). According to a latest poll, 22% of teenagers log in more than 10 times a day on to their favorite social media site, and more than half percentage of adolescents log more than once a day (Steyer James, 2009). Social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes these impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications (Anthony, 2009).

Many researchers were found that the social networking sites are acting as great medium for view mobilization. Youth is raising their voice against social acts like violation of Human Rights, corruption, unemployment, gender disclamation etc. These social networking sites are proving themselves an advantage at least in bringing opinion of people on these social issues. Youth are getting more aware about the social issues. But instead of getting the knowledge the youth generally don't discuss them, they just share it or like it and the issue just remains focused on web only. BBC news research (2013) their research discuss that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such asocial media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national

dignity and foreign relationship of country (Sekho, 2013).

The social media occupy a high proportion of our free time. People spend, maximum hours per week on computer. For teenagers and youth, playing video games and chatting on net takes up a similar amount of time to that spent at school, colleges or with family and friends. While school, college, home and friends are all acknowledged as major socializing influences on children, teenagers and youth, a huge debate surrounds the possible effects of the social media and findings both in favour and against effects are controversial. The question of effects is typically raised with an importance deriving from a public rather than an academic agenda and with a simplicity.

#### Conclusion:-

Social media is recent and most favorite form of media. it is a useful tool for youth so its use is essential to get information and knowledge when youth going to connect the social media should keep in mind that basic purpose to usage and always remember that they are going to share the information or links are not only for their gratification and interest but also for all their contacts and friends community, so be carefully utilize with social responsibility, ethically, religiously and politically appropriate links should be share.

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