Impact of Social Media on youths

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Abstract— **Social media is a comparatively new phenomenon in the world. Since its inception this term has become very popular in a very short amount of time. Now in the present times, almost every people use this platform for various purposes. Social medias have become a part and parcel of our life. As all technological things, social media also has both positive and negative impacts on its user. And among the users of this platform, most of them are the youths. In this article we are going to get a description of the impact of social media on the youths.**

Keywords- phenomenon, inception technological, youth, platform, impact.

1) INTRODUCTION

Social media is a technology which can be used through a computer to socialize. Man is a social being. Men cannot do anything without the help of others. So, he needs to socialize. Many difficult tasks and discoveries in this world have been possible because of socialization. Without socialization, these tasks would not have been possible. Men have tried different ways to ease the scope of socialization. With the advancement of science and technology, the socialization has gone to a different level. Now the world has come to our hands, which has allowed us to be more socialized. With the invention of many social media websites, people are now connected to each other than they were ever. With the application of this social medias, now any person can connect to each other very easily. Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks.[1] Social media first came into action in the late 1840s with the introduction of telegraph, which connected The United Sates. 'Talkomatic' was the first online chat system introduced in the 1970s. It could be used by a small group of people. Then after the addition of World Wide Web to the internet, many social media websites have been developed within a short period of time. According to statistics, most of the social media websites were co-founded by youths studying in different universities. Besides, the youth are always curious about new things. So in this way, the youths became the majority of the users of these social media within a very short number of time. So, the impact of social media has been the most to the youths.

SOCIAL MEDIA AND YOUTHS

Youths are always curious about new things. So, when the social medias were first created, youths were the one to try them first. And they found it quite useful and used enjoyed it. Many social networking sites were first used by a group of people, basically youths studying in universities. Then they were made open to the world. Social media has become a universal platform for social interaction for adolescents and young adults (usually defined as age 10–25 years) [2]

POSITIVE IMPACT OF SOCIAL MEDIA ON YOUTHS

As a widely used platform, social media has a huge impact on the lives of people. And as the majority users, sit has the most impact on the youth. The impacts are both positive and negative.
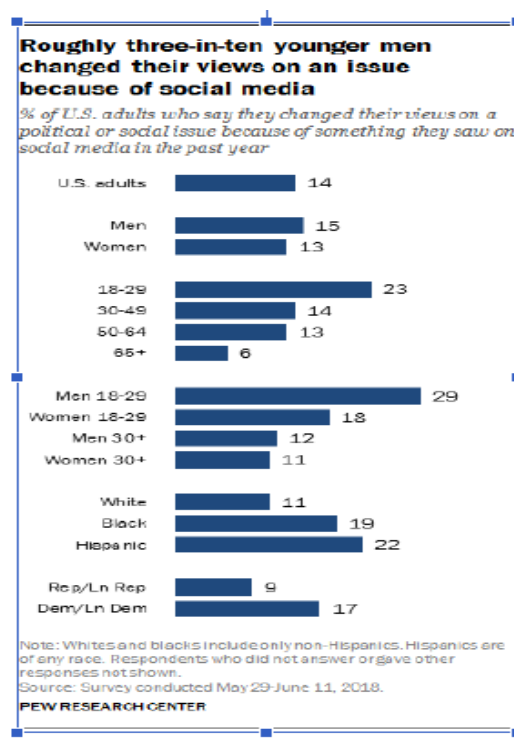
3.1) Improving entrepreneurship, business

Social media has a great impact on businesses. After the application of social media in business, the way of business has changed a lot. Many youths try to start their own business during their studies or after completing their studies. Social media is an interactive platform. It can be modified according to peoples' interest. Social media has been made to a platform which is also suitable for business. Youth entrepreneurship has a huge impact on the social, cultural, and economic progress of a society. Due to easy connectivity advantages, many youths choose social media as a platform to start their business. Besides, the involvement of youths in businesses is always a good thing for the society. By Uploading videos in YouTube, the youths can earn money from YouTube itself through adds. Facebook, the biggest social media website has introduced a new section called 'Facebook Marketplace' for business. According to a blog in adespresso, Facebook Marketplace is used by 800million people of 70 countries. Youth entrepreneurship and workforce preparation are increasingly being positioned as important components of business development and revitalization because of the potential for younger residents to make unique contributions to the economic landscape and community. [3] With the help of social media, the youths start the different new kinds of businesses by applying new ideas. Previously it was very difficult to do marketing for products. But now due to social media it is very easy. The business ideas and the products can now reach to many people by a single medium and that too without any physical effort. That is why the youths choose social media for business and startups.

3.2) Education

Most of the youths are students. Their prime job is to study. Previously, it was very difficult to study and get a good grade. But now with the help of different social medias like Facebook, Quora, Reddit, WhatsApp, YouTube, now it is very easy to acquire any kinds of information. As online tools and technologies have developed, social media has become regarded as a key tool for supporting applied learning activities. Social media technologies provide tutors with the means to engage learners with valuable time-on-task learning. [4] When the youths face any problems regarding their studies, the first thing they do is share the problems with others and also they get a solution from the experts. This is done by none other than social medias. Specially now, in the time of pandemic, the importance of these applications knows no bounds. Without these social medias the education process would have been completely halted, resulted in millions of unemployed youths and the backwardness of economy of a nation.

3.3) Strengthening nationalism

Nationalism is a concept that promotes the interests of a nation. It is a concept in which every country is free and sovereign. It has the right to its country. No other country can exercise its power on that country. Nationalism refers to all the people in a country can live freely without the control of other countries. In the social media, people can share the information to everyone and in this way all the people are connected. So, we can say that all the people in a nation are connected to each other. So, in any national matters, they all can participate in the discussions through social media. Besides, the youths are the most important force for a country. It is the youths who always come forward regarding any matter in the country. They can arrange movements through social medias. In fact, many movements have been arranged on different issues through the social media and they have been successful. So, the youths along with the social medias has strengthened the nationalism. A recent Pew Research Center survey says that for most Americans, exposure to different content and ideas on social media has not caused them to change their opinions. But a small share of the public – 14 per cent – say they have changed their views about a political or social issue in the past year because of something they saw on social media. Certain groups, particularly young men, are more likely than others to say they have modified their views because of social media. [5]

3.4) Getting connected

By the term social media, we can understand that it connects people. Youth is the perfect time to develop connections with other people. The connections made in these stages will be helpful in the future works. Facebook is a platform of more than 2.7 billion users. Anyone can get connected with others there. They can talk, chat, and share their opinions and establish a good relationship with other people. Also, they can join in many groups according to their interest and find people of similar interests. Pinterest is such a social media where a person can get subjects according to his own interest. Besides, there are photo sharing websites like Instagram and video sharing platform YouTube, which are now being made interactive in different ways to connect to people. By using these platforms, the youths can build up strong communities. According to Pew Research Centre, "More than eight-in-ten (83%) social media-using teens say social media makes them more connected to information about what is happening in their friends' lives and 70% say these social platforms better connect them to their friends' feelings." The youth are always curious about what is going on in their friends' life. They also like to share with their friends what they are doing. Social media does this exact job. They can also follow their idols and celebrities through social media websites.

3.5) Entertainment purpose

Social media is a prime source of entertainment. There is a section in Facebook called Facebook Watch, where one can watch as many videos as possible, he desires. It has a

huge collection of videos uploaded by the users. YouTube is the largest social media platform. A user can upload a video he desires. And the viewers can watch any videos they want. The interesting thing about these platforms is that there will be recommendation of posts and videos according to our topic of interest. So, the youths, after their busy and monotonous day at school or after finishing their daily studies can relax themselves through these social media websites.

4) NEGATIVE IMPACT OF SOCIAL MEDIA

4.1) Addiction

Terms, such as social media addiction, problematic social media use, and compulsive social media use, are used interchangeably to refer to the phenomenon of maladaptive social media use characterized by either addiction-like symptoms and/or reduced self-regulation.[6] Social media is an interactive medium. Over the last decade, browsing and scrolling via social media has become an increasingly normal practice., While the use of social media by the majority of people is non – problematic, a small proportion of users become addicted to social networking sites and indulge in inappropriate or compulsive use. It is a behavioral disorder. The youths become very rude, they become angry very easily. According to a new study by Harvard University, self-disclosure on social networking sites lights up the same part of the brain that also ignites when taking an addictive substance. And the saddest thing is that the youths are the most prone to addiction to these social networking sites. The time when they need to study and develop oneself for future, the time when he needs to be thinking of his career, he spoils the time in these social networking sites.

4.2) Social isolation

Social isolation is a condition of absolute or near-complete absence of interaction between an individual and society. Though social networking sites promote socialization, and their main goal is to keep people connected, social networking sites also cause social isolation. Social isolation can refer to objective or subjective Social isolation (i.e., one could feel socially isolated but still have numerous social ties). Objective Social isolation refers to physical isolation or a lack of social interaction. Subjective Social isolation refers to the perception of isolation or disconnectedness. [7] Social isolation causes many problems to one's health.) Social isolation results in disturbances including increased sympathetic tone and glucocorticoid signaling, resulting in decreased immunity, poor sleep, and poor cognitive functioning.[8] Some youths remain very active in the social networking sites and they communicate with through these virtually. But they face problems in real life communication. From research, it has been proved that youths who spent more time in soc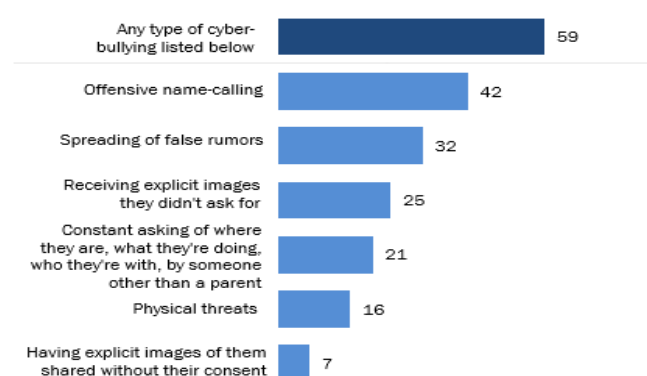ial networking sites are deprived of the real face to face communication and they cannot mix with people easily. Thus, they become socially isolated. Besides, there comes changes to their behaviors. Other than health problems, it also creates other daily life problems. When they face a problem, they cannot ask for help of others. They suffer from inferiority complex.

4.3) Victim of cyberbullying

Cyberbullying is one of the worst impacts of using social media websites. Cyberbullying refers to "Any behavior performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others"[9] Social media is a platform for sharing opinions and information. Some people also share their images and personal information on social media. Some ill – minded people misuse those shared things and harm the persons who shared it. The youths are the most affected because of this because of being the majority. People make bad use of the personal information and sometimes it is not possible to know the defaulter. People also spread false rumors about an individual. The youths are also threatened of their lives. They are sent harmful messages. This hampers their way of life and perspective towards life. It also hampers their study. Studies have shown that cyberbullying (perpetration and victimization) is related to negative outcomes, such as psychological health, and problematic behaviors.[10] A research in USA by Pew Research Center shows the ways in which a youth faces cyberbullying.

Figure: Types of cyberbullying faced by youths in USA

4.4) Loss of privacy

The issue about privacy in social media is a discussable issue nowadays. All the users share their information in social medias. Due to the recent incidents of data breaches, people are now worried about their privacy. For advertising purposes some companies take the personal information of the people. The youths without knowing the consequences share their personal data with hope to know more people, resulting in their loss of privacy. There are also hackers who illegally access the personal account of others causing them harm. In this way the personal information of the people become public and someone can use them to harm the individual.

4.5) Hamper of studies

To study is the most important duty of a youth. But the youths spend most of their time in social networking sites. So, their other activities are hampered. A 2018 Pew Research Center survey of nearly 750 13- to 17-year-olds found that 45% are online almost constantly and 97% use a social media platform, such as YouTube, Facebook, Instagram, or Snapchat. The youths find the social media more interesting. They always try to present themselves good in front of others. Thus, they spent most of their time there and hamper their study.

4.6) Depression and anxiety

Social media is the cause of depression of young boys and girls or the youths. Social media can create a climate of social comparison and preoccupation with appearance, which can pose risks for emotional problems, such as depression and social anxiety.[11] The youths communicate with their friends and many other people through social media. As a common nature of human, they want to represent themselves to others, they also sometimes think themselves as superior to others, which is nothing bad. But there comes a time when they see other people superior to them. Sometimes they cannot get what they thought would get. Thus, they fall in depression. Many studies have discovered that these online interactions may contribute to unrealistic appearance goals and negative self-evaluations, which may trigger sensitive feelings, lower mood and become a source of stress.[12] By using the social media, the youths get enjoyment for some time, but soon when they realize that all of this is fake, nothing is real, they become depressed.

CONCLUSION

There are both bad and good impacts of social networking sites. We should make the youths aware of its bad impacts and take of the youths and track their activities in social networking sites. Thus, social media can cause no harm to the youth

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