Upshot of social networking on youth

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■**ABSTRACT :** Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. Are we as a society becoming more concerned with face book friends than we are with the people we interact with face-to-face in our daily lives. Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society and youth. During this paper we describe how these media will affect society in a broad way.

■ **KEY WORDS:** Social media, Society, Youngsters, Education

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Social Networking Sites (SNS) is a buzz word in today's world due to its enormous growth, customer base and usage A social networking is an online interaction service that managed to build people and connect them with shared interest (Boyed and Ellison, 2007).Social networking sites such as myspace, face book and twitter has attracted millions of users who have integrated these sites into their daily practices. Online social media have gained astounding worldwide growth and popularity which has led to attracting attention from variety of researchers globally. Although with time all generations have come to embrace the changes social network has brought about, teenagers and young adults are the most fanatic users of these sites. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly. When using these sites such as twitter, face book or myspace, there are both positive and negative effects on the youth. Social networking sites, email, instant messaging, video- and photo- sharing sites and comment posting are all tools that help people to communicate and socialize with each other (Mooney, 2009).These sites have become a day to day routine for the people.

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world.

Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth .this study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. "Social Networking" has become an activity that is done primarily on the internet, with sites like myspace, face book, skype, etc. (Coyle *et al.*, 2008).

Many people especially student spend a lot of time on this site creating profile, updating or doing research concerning their career or academic work, while some just use it to chat with friends, post latest pictures of event they attended, e.g., Young *et al.* (2009), have examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and videos, and indicating their religious affiliations, marital status, and political orientations on the internet. These users interact with others, exchange information about their interests, raise discussions about new topics, follows news about specific topics on different Social Networking Sites.

With the advent of social network it has become easy to get information on nearly every issue around the globe. Before now it is not easy getting information, you need to buy newspaper, stay close to your TV set or radio to get information. Internet has change everything and social network has made it more flexible (Lewis, 2008). Tiffany *et al.* (2008) millions of contemporary young adults use social networking sites. However, little is known about how much, why, and how they use these sites. In this study, 92 undergraduates completed a diary-like measure each day for a week, reporting daily time use and responding to an activities checklist to assess their use of the popular social networking site, face book. At the end of the week, they also completed a follow-up survey. Naidu and Agrawal (2013). In today's scenario social media became a very useful tool in buying behaviour decision making. It is influencing customer/ consumer in a dynamic manner Jain (2013) 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, myspace and youtube 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.

Impact of social media on youth :

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).

Positive impact :

Youth representation in social issues is one the main advantages of using SNS. Some of the examples are issues relating to security of women and anti-corruption movement happened across India in which youth has been deciding factor in popularizing and advertising their views. SNS is an ideal platform to build social relationships through networking and connections with no boundaries are drawn among them. SNS is used as communication media to share personal experiences, pictures, videos. It has also served a common platform to share view on some of social incidents happened across the universe. Adding to the above points they were able connect with their friends and dear-near ones without having to spend too much money and time investment. Social networks have removed all the communication and interaction barriers, and now one

can communicate his/her perception and thoughts over a variety of topics. Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topic. Social media helps youngsters to stay connected with each other. Useful information can be exchanged over social networking sites. Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens. In a critical development period youngsters also go for social networking sites for advice and information. Youngsters can look to social media for getting the answers related to their career objectives.

Negative impact :

Identity theft is one side effect of sharing personal data and hackers will be easily able to access your personal data and use it for unlawful activities. One of the negative effect of social media or network is it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of the teenagers and students. They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life. Over-usage of SNS has created severe health risk to due to lack of physical activities. As discussed on an average a person spends average about 9 to 10 hours (40% of time) on using SNS. Due to this young population is at risk of getting cancer, strokes, heart attacks and sleep disorders. On the other side the cases of mental psychiatric also increased because of social isolation

Negative effects of social media on youngsters today it's not clear that who the "strangers" are especially in the field of social media. Kidnapping, murder, robbery can be easily done by sharing details on social media. There are many cases registered in police station where adults target young children and lure them into meeting them. Mostly youngsters waste lots of time on social sites like chatting which also effects their health. Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.

How to remain safe in SNS :

Whether to use social networking site or not is an individual decision to many. But you must be aware of certain things when discussing your private life in public.

These are some of the tips that can make you and your family safe on the networking sites.

– Change the profile privacy now. Keep your information accessible only to people in your friend list

– Don't accept friendship request from strangers. Many often we judge a particular person online, by his/her profile picture and personal information. This is the first mistake that cyber criminals wanted us to do.

– Don't post very personal information on the profile. It includes your email id, date of birth, contact number, home address and information about your family members.

– Be cautious while posting your photo. Ensure your photo background doesn?t show about your actual whereabouts.

– Don't post your current location when on a tour. Posting this information on social networking site is just like inviting criminals.

– Don't post negative things about your life. This is during work hour, it not only affects your work performance but also increases chances of getting fired. just like maligning your own image. Your friends are monitoring your activity and one such mistake can cause havoc in future.

– Make distance from your ex's profile. This might seem you little cruel, but once you decide to quit a relationship there is no meaning again visiting your ex-partner's profile. If you want to have a good life in future, then unfirend your ex from friend list.

– Don't substitute real friends with virtual friends. Face book is a great tool to connect new people across world. But they can never be your real friends. You need real friends to enhance your social image and reduce stress and anxiety.

– Avoid using social networking sites in work hours. When you try to use social networking site

Conclusion :

In this paper we have made detailed analysis of what activities the youth population involved with social networking sites. We have also made detailed study of its positive and negative effects on youth. As the technology is growing the social media has become the routine for each and every person, peoples are seen

addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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