IMPACT OF SOCIAL MEDIA ON YOUTH IN INDIA

Ms. Sharvari HrishikeshPote

Assistant Professor, B.F.A Applied Arts, Dr. D Y Patil College ofApplied Arts & Crafts

Corresponding Author- **Ms. Sharvari HrishikeshPote**

Email -sharvaripote1996@gmail.com

Abstract

The use of social media is increasing day by day by the youth and it is an important part of your life. Social media plays an important role in influencing consumers nowadays. Social media platforms such as Instagram, Facebook, Whatsapp, Twitter, Linkedin andYoutubeare widely used by consumers as you get information of new trend or new products. Also you can share posts, reels, message and forward or save any piece of information.Lot of consumers buy products they see on social media as there is emotional content, Perfect picture with graphics, Video related to product use, reviews and rating of people. In this papers you get know how social media has positive as well as negative effect on youth.

Keywords – Social Media, Consumers, Information, Youth.

Introduction

The word social means to be connected with people in the society. Media is nothing but means of communication. We have traditional media like Television, Newspaper and digital media like Instagram, Facebook, Youtube and Websites. Social media has grown immensely from early 21st century.According to Marriam Webster "Social media is a form of electronic communication".Social media is a platform which communicates and forms a social network. According to the survey reports by business Insider India Youtube is ranked highest among use of social media platform. India is a growing market of social media platform having 448 million users and 21.2% growth rate.Making consumer to buy a particular product on social media is not that easy, good shareable content is necessary with data, statistics, insights and getting good reviews from satisfied consumer. The National youth policy known as NYP-2014 has defined person from 15 to 29 as youth.The vision of NYP is to bring out the maximum potential of youth so that India could reach a rightful place in community of Nations. Youths and student use social media for various purposes such as academics- for filling Entrance form, admission form, getting useful links and so on. Social media is a great entertainer as we have various platform to entertain such as youtube, hotstar, amazon prime, snapchat and so on. As a coin as two sides social media also has two perspectives one is positive and second is negative.

Social media- Social media plays a very important role in our life. Social media is nothing but being socially connected through digital media like facebook,Youtube,Instagram, and websites where you can socially connect with people for business or join group with personal intersect. There are positive as well as negative impact of social media on your life.

Positive impact on Education

Empowering effects - Starting from play school till graduation social media play an important part in imparting and sharing knowledge, information to parents and teachers and they build a community. Statistics show that 96% of the student which have internet access use at like one social media. Even though some students use it entertainment purpose other also use it for positive and useful activities.

Implementation in schools - In the field of education E- learning is growing day by day. We have google classroom or even own websites of Colleges and institution which help students take classes online, upload assignments, notes and PPTs.Even if they miss any class you can connect through social media. There wasmassive use of technology in education field when Covid pandemic rose around the world and all offline schools and colleges closed. Online Exams,Teaching and Webinars were the only mode for communication.

Role of teacher- Teaching system has changed from offline mode to online mode after the pandemic. The best tool for teachers is Social media were students and teachers connect with each other through online classroom. According to Katie Benmar, Freshman**"The best teachers I've ever had have used technology to enhance the learning process, including Facebook**

pages and events for upcoming projects."Using technology for right educational purpose enhances interest of students. It is great opportunity for students to learn and have fun at a same time. Being open minded and using technology themselves will really reach out students

Stronger community through webinar–The benefit of social media doesn't stop at teacher and student relation. There are a lot of benefits which can be extracted from social networking at higher level. Like sharing school news via social networks, holding online meeting with the parents or even starting fundraising for different projects. Social media is a quick channel to communicate. Communication is vital part and social media play important role. Nowadays everyschool, colleges, organization have their own facebook page, Instagram page and also YouTube channel sometimes.

Negative impact on Education

Affects student's communication skills – Students start using informal social media language for communication. For example "You" is written as "u". Students or youth start using improper grammar while communicating in real life. They start using informal language in texting and also which talking which adversely hamper overall communication skills. Using social media is not a problem but how you use it that's crucial. There is no actual communication happening in person so you don't you to whom you are taking is actual a friend or stranger.

Social media can be addictive – When a person gets addicted to a particular thing then it is impossible to do without it. Getting addicted towards social media is harmful for student's personal growth, confidence and lower self-esteem. There are Self-image issues. Lot of girls and boys post selfie of their self and they are obsessed with their looks. Ongoing trends and they start comparing themselves with others. Social media can hinder them from real life.Increased Usage of Social media can lead you to cyberbullying, depression, anxiety, trauma and exposure to inappropriate content. FOMO(Fear of missing out) has become a common theme on leading to checking websites so that you don't miss out latest fashion or trend

Inability to learn independently – On social media students can work in group by forming it. Students who don't work or study alone hamper personal growth, thought process and ability to become independent. Online Group leads to opportunity for some students and some students become lazy as very few students work and credit is taken by all.

Ms. Sharvari Hrishikesh Pote

It leads to distraction- Social media is good tool for learning but also creates distraction and noise. While using social media various distractions such as pop up and unwanted post which distracts the users focus. You often get ads such as uncultured videos, songs or websites which distract students as well as teachers.

Positive impact on Business

Increase brand awareness - As half of the world population is using social media platforms such as facebook, Instagram or whatsapp, twitter naturally you reach to your potential consumer. According to survey 83% of instagram users have found new product on this platform. Research shows, 66% of users between the ages of 18 and 24 years old are more loyal to the brands they follow on social media.

Increase website traffic - Social media posts and ads are key ways to drive traffic to your website. Sharing great content from your blog or website to your social channels is a great way to get readers as soon as you publish a new post.Participating in social chats can also be a great way to increase your visibility, get attention from new people, showcase your expertise, and drive traffic to your website.

Social media marketing is economical – It targets social network and applications to spread brand awareness. Social media marketing is more targeted type of advertising. It shares campaign, views and publicity for your business. Whatapps business is the most popular growing consumer service. Survey says there are more than 1.5 billion monthly active users.

Track your competition – You learn a lot about your competition. By social media channeling not just you get to know about tactics but also practices used by direct competitors. Finding ways to establish and protect brand reputation and ultimately sell its products or services.

Negative impact on Business

Website hacking – Some powerful website can be hacked on social media platform. They may access to established business account and post content which will affect the business. In some cases when giving an advertisement, they require public and private information. Once you give information there is a risk of being hacked.

Negative comments and feedback - Most social media platforms are open to comments and feedback. You can DM personally to targeted audience. People can share your thoughts and experiences on these platforms. There are people who give negative feedback which can affect their brand. Brand is all about image building. Once your brands reputation is gone consumers

may stop buying your product. This will adversely affect sales.

Social media needs lot of planning. You will not get expect instant social media payoffs. What the targeted consumer want is quite difficult. To attract the first few hundred subscribers, since according to social media psychology, it is more comfortable for users to subscribe to an already popular profile. A large number of subscribers is a kind of "quality guarantee" in social networks. Social media promotion will take a lot of time and effort. You may have to hire an SMM specialist who will deal with this task exclusively, or outsource your social media promotion to a marketing agency.

Reduces Employee Productivity -Social media are interactive platforms where employee passes most of their important time during work hours and wasting a lot of time such sites rather than focusing on their daily office activities. Employees killing time on social media such as image or video uploading, browsing and updating their profile page, this will slow down their progress in the long run.

Positive impact on Relationship

Staying in touch: College means your children will ultimately move out of your house. They will have to start their own lives. But your interaction with them does not have to be limited to postcards. You don't have to wait for long-distance phone calls anymore. You can follow what's happening in their lives over social media. Just reach out to them, and offer support and guidance.

Reducing physical distances: Long distance relationships are never easy. But couples or families who have to spend time apart for long periods can still feel close to each other. They can communicate and interact via social media. Even if they're separated by thousands of miles.

Memories: The memory feature on social media allows families to relive amazing family moments. Pictures, videos, tags, check-ins, etc. show up every year on the anniversary of the event. This can help keep the nostalgia and familial love going strong. Social media allows family members to see what each other is posting. It lets them bond over things they like. This will also spill over into real life. It helps keep family members close over shared interests, hobbies, and more.

Negative impact on Relationship

Setting Unnecessary Standards - Social media puts a lot of pressure on standard of living, beauty, body and even love. There are lots of ongoing trend which are followed by couple, teenager, young people, they also post pictures,

Ms. Sharvari Hrishikesh Pote

reels which can create false image of love and relationship. Social media fails to project hardship and struggle in real life.

Leads to Oversharing - A lot of people share a lot of content, they keep updated about a lot of what is going in life, current relationship status. Sharing on social media is an unhealthy way to let your partner know about your feelings. Instead, having an open, heart-to-heart conversation can help you arrive at the table.

Mental Health: It is very easy to forget the blurred line between social media and the real world. Young people, often adolescents, find themselves struggling to prioritize the right one. This can lead to mental conditions like anxiety or depression.

Role of Youth

According to Merriam Webster dictionary "Youth is a time between childhood and maturity." It is a period of growth, existence and development. Youth is an important part of society. It is also called as adolescence. Youth is a person having age from 15 to 30 yrs. Youth is a complex combination of social, mental, physical and emotional factor. Youth are the future of society. Other age group such as kids, teenager, middle aged and senior citizens are highly dependent on youth. As kids don't take things seriously youth is more focused on goal. The role of youth is very crucial in society.He has the ability to change or adapt to a certain situation. He has the ability to identify problems and find solutions. He or she is the person to bring new and fresh ideas, advancement in education, politics, technology, maintaining the social and cultural aspects of society. Youth is the time your character, morals, believes are strengthened. You get to know about your responsilities, duties, and likings. Youth is joyful, passionate, enthusiast, energetic and full of joy. Also being in youth is not easy at times as they have to go through tough situation and tragic incident in life which affects their conscious adversely. Youth should be responsible while selecting any path. As you can't get everything in a protective environment. A youth should have certain qualities involved in them. Valuing time is necessary no time is right or wrong one should identify the problem and importance of time. Every moment, every day is crucial for them to take action. Youth should have a discipline in life. Without discipline one can't achieve certain goals in life. He should think before taking action impulsively rather he should be sensible. The youth should have strong morals then only nation can progress. One should be fearless to fight against injustice
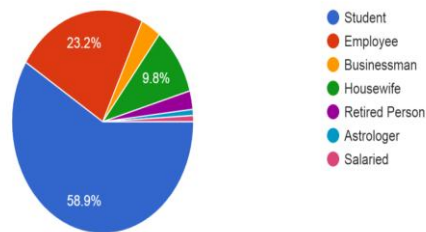
happening in society. Young generation should be focused on what they want to achieve. For the development of nation youth should be focused on Farming, education and many other fields his/her vision and mission should be clear. Ultimately self progress is nation's progress. There are lots of challenges which youth are facing like unemployment, drugs, poverty, and low wages and so on. Youth can eradicate solve
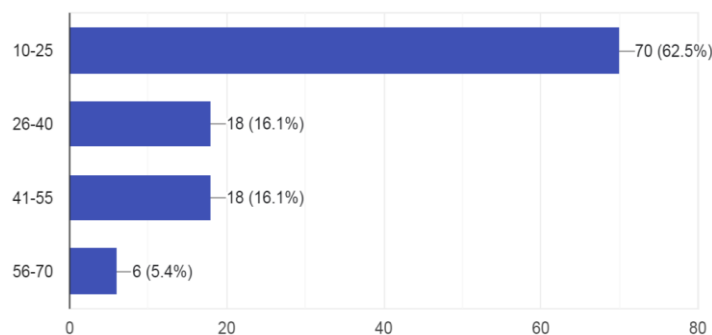
this problems from society which his constant efforts.

Research Methodology- In the present study, descriptive type of research is used whichdescribesthe characteristics of a group or individuals and their perception about the social media and its impact on youth. The research is qualitative in nature.
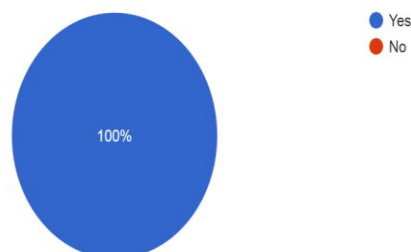
Data Analysis

What is your profession?
112 responses

- Student
- Employee
- Businessman
- Housewife
- Retired Person
- Astrologer
- Salaried

What is your Age group?
112 responses

Do you use social media?
111 responses

- Yes
- No

Ms. Sharvari Hrishikesh Pote
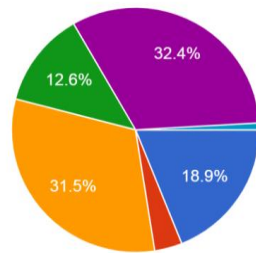
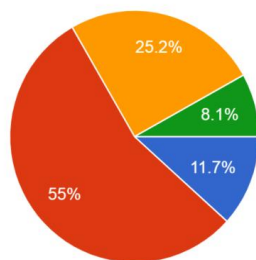Which social media platform you use more?
111 responses

- Whatsapp
- Facebook
- Instagram
- Youtube
- All of the above
- Whatsapp, Snapchat & YouTube

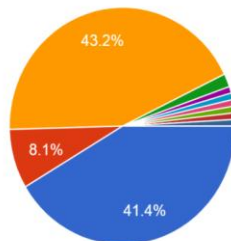How much time do you spend on social media?
111 responses

- Half hour
- 1-2 hrs
- 3-5 hrs
- 5 hrs and more

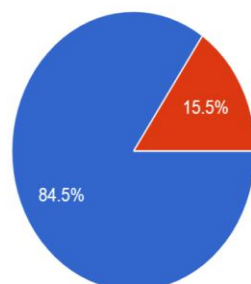Do you think social media has Positive impact in our life ?
111 responses

- Yes
- No
- Maybe
- Sometimes
- Positive and negative - both
- Depends on the content u choose
- Sometimes positive sometimes negative
- 50%

△ 1/2 ▼
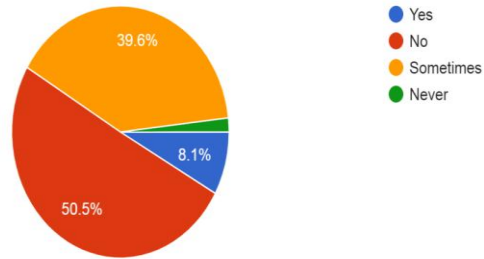
According to you is social media helpful o harmful?
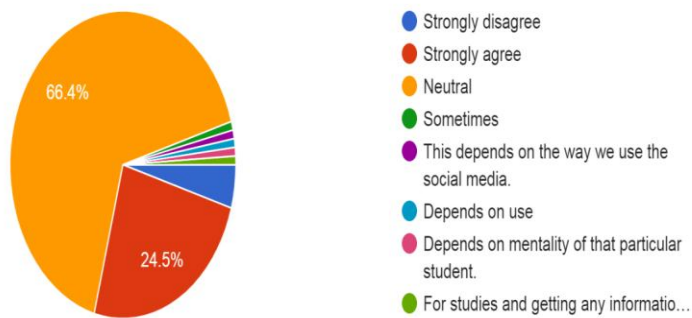110 responses

- Helpful
- Harmfull

Ms. Sharvari Hrishikesh Pote

Do you follow each and every trend going on social media?
111 responses

- Yes
- No
- Sometimes
- Never

39.6%
8.1%
50.5%

Is social media useful for students?
110 responses

- Strongly disagree
- Strongly agree
- Neutral
- Sometimes
- This depends on the way we use the social media.
- Depends on use
- Depends on mentality of that particular student.
- For studies and getting any informatio…

66.4%
24.5%

Is social media a Digital distraction for youth?
111 responses

- Yes
- No
- Maybe sometimes
- It depends on person to person, if you are using it for yor benefit it will have positive impact and help in your growth

64.9%
30.6%
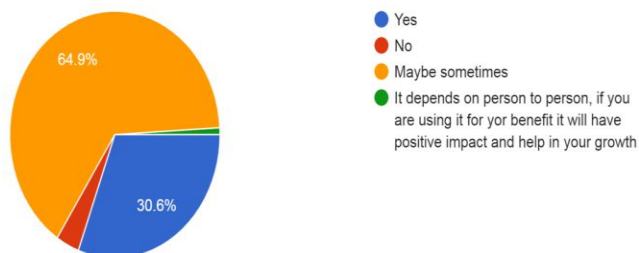
Does social media raise awareness in society?
111 responses

- Yes
- No
- Maybe
- If use it proper way
- Sometimes

23.4%
73%

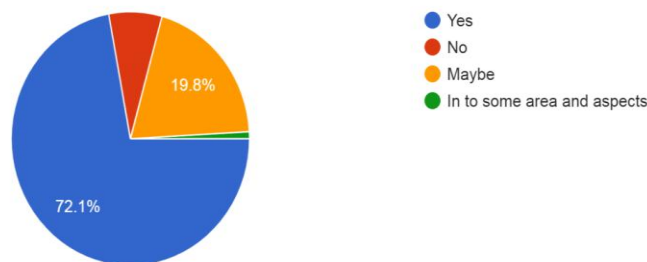**Ms. Sharvari Hrishikesh Pote**
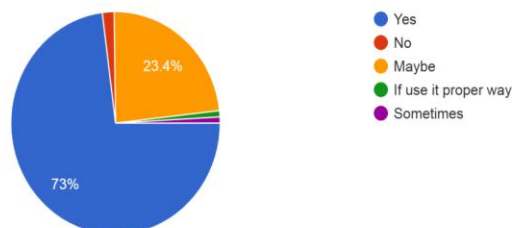
Do you think posting pictures, information and videos on social media platform is safe for students?
111 responses

- Yes
- No
- Maybe
- Depends our pictures and information
- Not All the time
- Information is useful sometime
- Depends on content
- This depends on the way we use the social media.
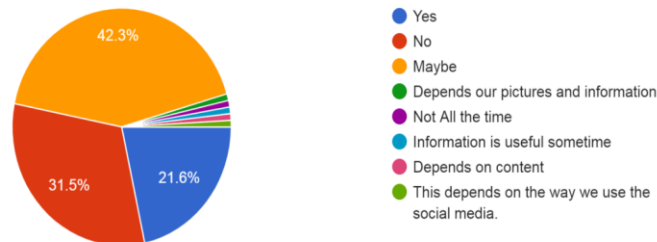
Is social media a today's requirement to keep yourself updated?
111 responses

- Yes
- No
- Maybe
- In to some area and aspects

Conclusion

Social media is an addiction to youth. A lot of time is consumed of Entertainment and nothing productive comes out and wise versa many youths are creating contents on social media platform. As India has largest youth population. About 70% populations in India are youth. At present 34% of India's Gross National Income is contributed by Youth. Social influence means unintentional and intentional effort to change another belief and thinking. Social media is indirectly influencing youth to such an extent that they forget the real world.Socialization starts from schools, home, peers, Social gathering and that when your opinions are formed.

The effect of social media is complex and varies person to person. Based on the data collected we found there are both positive and negative impacts on social media. From the very first question of survey 58.9% of the youth are use social media, 23.2% are employees and 9.8% are housewife. And we can definitely see rise in the use of social media. It can surely been said that youth of India is technosavvy and using digital platform like social more for various activities. All use social media as it is need of today. According survey done maximum youth use all the social media platform such as Instagram, Whatsapp,Youtube and lastly facebook. Through the research we get to know

Ms. Sharvari Hrishikesh Pote

maximum youth spends 1-2 hrs on social media. A lot of people think social media has positive effect as you can growth your business, share quality content and increase brand sale. According to youth social media is useful in many ways as stated above. So more than 50.5% people don't follow ongoing trends. According to the survey conducted 66.4% think social media has both positive and negative effects on students. Majority think social media is a digital distraction. Social media is great example which brings social awareness as well as brand awareness. People are confused whether social media is safe or not for posting pictures. According to the survey done youth highly agree that being on social media keeps you updated on ongoing issues, news and trends.

References

1. online.maryville.edu/blog/evolution-social-media/
2. https://www.socialmediatoday.com/marketing/masroor/2015-05-28/social-media-biggest-influencer-buying-decisions
3. https://www.businessinsider.in/advertising/ad-tech/article/youtube-still-ranks-highest-in-most-used-social-media-platforms-in-india-amidst-the-rise-of-instagram-report/articleshow/87883644.cms
4. helpguide.org

5. https://www.vedantu.com/english/role-of-youth-essay
6. http://employmentnews.gov.in/newemp/MoreContentNew.aspx?n=Editorial&k=97#:~:text=Youth%20in%20the%20age%20group,%2C%20aged%2015%2D29%20years.
7. https://www.lifespan.org/lifespan-living/social-media-good-bad-and-ugly
8. http://www.ijirset.com/upload/2017/october/72_THE.pdf
9. https://iaeme.com/MasterAdmin/Journal_uploads/JOM/VOLUME_6_ISSUE_1/JOM_06_01_010.pdfa
10. https://www.schooltry.com/effects-of-social-media-on-education/
11. https://docs.google.com/forms/d/1hQZHQIVKWqY3ZQ4-fnZpDHl-yZICoieJtaG7H1AZ_1I/edit#responses – Link of Survey done through Google form

About Author

Hello I am Prof. Sharvari Pote (MDes, BFA).I am from Pune, Maharashtra. I am passionate about Art, Music and Dance. I am currently faculty member of Dr. D. Y. Patil College of Art and craft, Akurdi, Pune-44 as Assistant Professor teaching for more than 1 year. I am a creative person and any it related to graphic designing appeals me and this is my first research paper and wish to write many more.

Ms. Sharvari Hrishikesh Pote